

**MECLABS**  
INSTITUTE

# Research-based Ecommerce Swipe File

25 valid marketing experiments to give you ideas for your next A/B test

Fellow evidence-based marketer,

The rise of ecommerce probably has had two effects on your day-to-day life. For one, ecommerce has made it easier to reach customers throughout the country and the world.

But second, every product you're selling, every goal you have **now exists in a brutally competitive market** where your potential customer can quickly and easily leave your website and choose anyone from the behemoth Amazon to an eBay seller operating out of a garage instead of your company.

So how do you compete? How do you increase your conversion rate and sell more products? I can't give you a specific answer.

But I'll tell you who can – your customers.

With A/B testing, you can discover what really works on *your brand's* website, in *your brand's* email, and in *your brand's* ads with *your brand's* prospective customers.

To give you ideas for tests, we put together this swipe file of 25 ecommerce experiments that MECLABS Institute analysts conducted in [Research Partnerships with ecommerce companies](#) to help them **learn about their customers and improve conversion rates**.

If these experiments inspire your own tests, we'd love to see the results – just drop me a line at [d.burstein@meclabs.com](mailto:d.burstein@meclabs.com).

Here's to higher-converting ecommerce websites,

Daniel Burstein  
Senior Director, Content & Marketing  
MarketingSherpa and MECLABS Institute

P.S. **If you need help improving conversion**, just email me. Our analysts can work alongside you to apply [our patented methodology](#).

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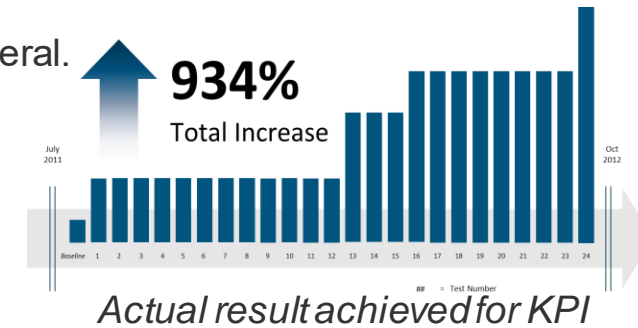
# MECLABS Institute helps companies **create sustainable competitive advantage** in three main ways...



1. We use the scientific method to learn **what actually works** in a given company's marketing and sales collateral.

By applying randomized controlled trials to marketing and sales offers, we can both **mitigate risk of any marketing or sales campaign** in the short term and learn enough about customer preferences to produce the **maximum return on investment** in the long-term.

Learn how to drive conversion increases through discoveries from 20,000+ path experiments at [MECLABS.com/Services](https://MECLABS.com/Services).



2. As the world's oldest research institution dedicated to thought sequence optimization, we draw from **more than 20 years of observing what works** and what doesn't in sales and marketing **across most industries**.

MECLABS and its publishing brands have produced:

- 20 years of real-world sales and marketing research
- 1000s of case studies with marketing innovators
- 1,500+ validated marketing and sales experiments involving over 20,000 sales paths, 1 billion emails and 5 million phone calls

Get free access to 20+ years of research, how-to guides, and marketing resources at [MECLABS.com/Research](https://MECLABS.com/Research).



*Experiments from our research*

3. MECLABS is not an agency. We are **a research institution dedicated to education with a services wing**.

All of the capacity we have is transferred into the companies we work with. We don't hold any back as proprietary knowledge.

Every person on your team has **the opportunity to learn how to replicate what we do**.

Learn from online courses and in-person training at [MECLABS.com/Education](https://MECLABS.com/Education).



*Actual training portal*



# Experiment #1

**46% more conversions for furniture company by changing credibility approach**

# Experiment #1: Background



**Experiment ID:** TP11009

**Record Location:** MECLABS Research Library

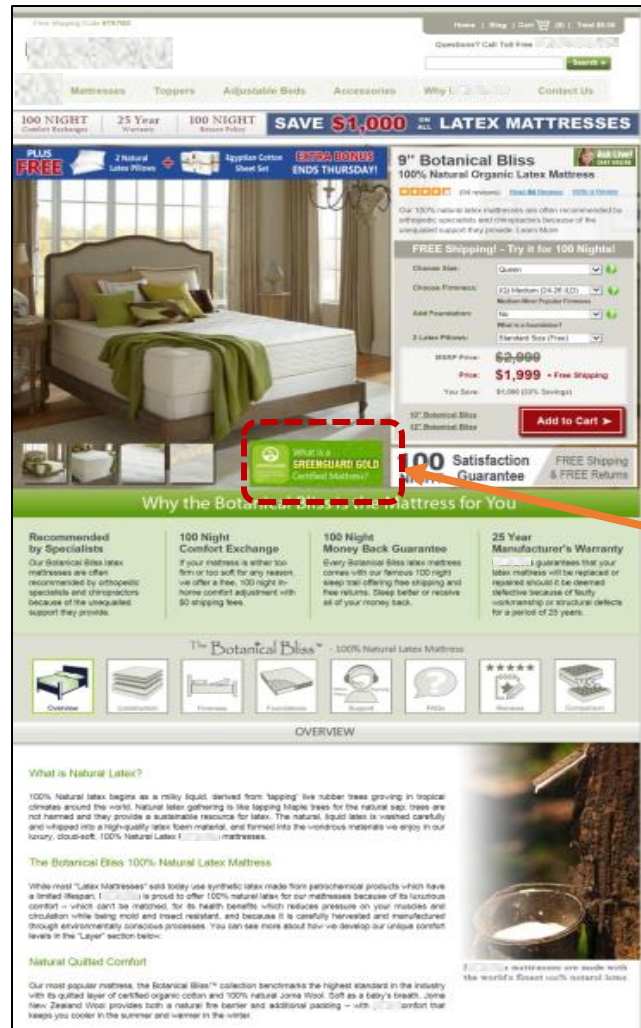
**Background:** A mid-sized furniture company selling mattresses

**Goal:** To increase the overall number of mattress purchases

**Research Question:** Which credibility approach will produce the highest rate of mattress purchases?

**Test Design:** A/B variable cluster split test

# Experiment #1: Control



- The product is an organic latex mattress. It is one of only a few mattresses that is GreenGuard Gold certified.
- In the control, the certification is present, but de-emphasized. There is also no explanation to help the customer understand why they should value this certification.

# Experiment #1: Treatment



## What is the GreenGuard Gold Seal?

Unlike most of our competitors, our entire mattress is 100% certified by **GreenGuard Gold**. Through rigorous testing GreenGuard certifies our mattresses meet the world's most rigorous, third-party chemical emissions standards with strict low emission levels for over 360 volatile organic compounds, or VOCs. By being certified at the Gold level, our mattresses are certified for sensitive individuals such as children and the elderly.

You can keep your family and the environment around you safe. This is perfect for those with skin sensitivity and allergies!

Our Mattresses get reviewed quarterly to maintain this seal of approval. Last Certification: [January 4th, 2014](#)

[Click Here to learn more about all the Certifications](#)



# Experiment #1: Side by Side

Version A

Version A website layout for the 9" Botanical Bliss mattress. The page includes a navigation bar, a promotional banner for 'SAVE \$1,000 LATEX MATTRESSES', and a main product image. Below the image, there is a 'Why the Botanical Bliss is the Mattress for You' section with four columns of benefits: Recommended by Specialists, 100 Night Comfort Exchange, 100 Night Money Back Guarantee, and 25 Year Manufacturer's Warranty. The page also features a 'GREENGUARD GOLD' certification logo and a '100 Satisfaction Guarantee' badge.

Version B

Version B website layout for the 9" Botanical Bliss mattress. The page includes a navigation bar, a promotional banner for 'SAVE \$1,000 LATEX MATTRESSES', and a main product image. Below the image, there is a 'What is the GreenGuard Gold Seal?' section with a large green seal graphic. The page also features a 'GREENGUARD GOLD' certification logo and a '100 Satisfaction Guarantee' badge.



# Experiment #1: Results



## 46% Relative Increase in Conversion

*The treatment significantly increased conversions by 45.69%*

Design	KPI	% Rel. Change
Control without GreenGuard copy	0.65%	-
Treatment with GreenGuard copy	0.94%	45.69%



**What You Need to Understand:** The increased clarity around an exclusive source of third-party credibility increased the value exchange and appeal of the product driving more sales.

## Experiment #2

**37% increase in conversions for travel agency by simplifying and sequencing the cart options**

# Experiment #2: Background



**Experiment ID:** TP1294

**Record Location:** MECLABS Research Library

**Background:** B2C company offering package vacations to global consumer audience.

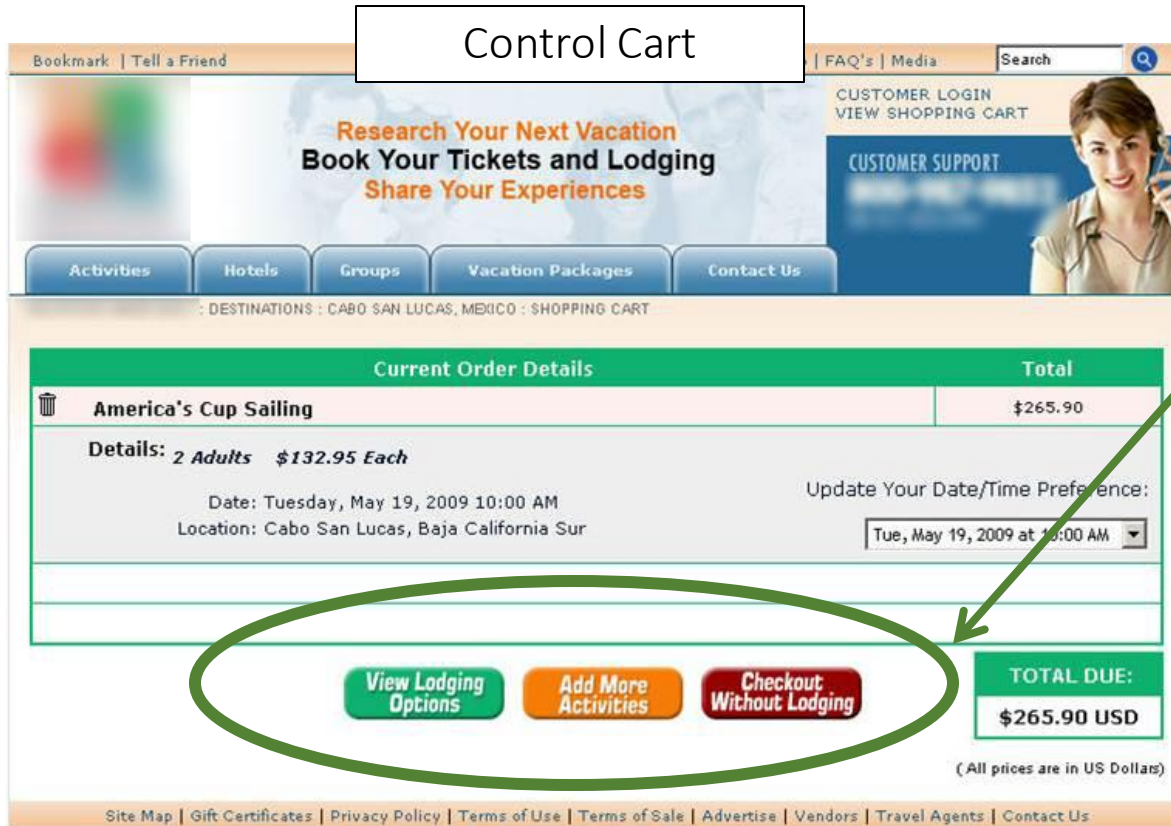
**Goal:** To increase conversions

**Research Question:** Which cart page will generate the highest completion rate?

**Test Design:** A/B split test (variable cluster)



# Experiment #2: Control



- The original cart was simple, but it included three equally weighted options from which the visitor had to select.
- This made the checkout process unnecessarily cumbersome.

# Experiment #2: Treatment

Treatment Cart

Bookmark | Tell a Friend

Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences

CUSTOMER LOGIN  
VIEW SHOPPING CART

CUSTOMER SUPPORT

Activities Promotions Hotels Groups Vacation Packages Contact Us

DESTINATIONS : WILLIAMSBURG : SHOPPING CART

Current Order Details		Total
<b>Busch Gardens 1 Day Pass</b>		\$123.90
<b>Details:</b> 2 Adults \$61.95 Each Attend Any Day During Your Vacation Location: Williamsburg, VA <a href="#">+ Add Another Activity</a>		
<b>Lodging:</b> <a href="#">+ Add Lodging to Your Activities</a>		
<b>Total:</b>		<b>\$123.90 USD</b> (All prices are in US Dollars)

"Great fun. Easy to order tickets and book hotels over the net and ran very smoothly on arrival."  
Karen Blakesley - Lansing, KS

[Email me this vacation](#)

**Checkout**

BBB OnLine RELIABILITY PROGRAM

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Contact Us

- The marketers deemphasized and integrated the additional options into the product details.
- And they focused the visitor on one main call too action here.

# Experiment #2: Results



## 37% Relative Increase in Conversion

*The treatment significantly increased total cart conversions by 101.40%*

Design	KPI	% Rel. Change
Control	12.94%	-
Treatment	17.66%	36.50%



**What You Need to Understand:** By moving the secondary CTAs to the relevant cart sections and putting emphasis on a single CTA to move the customer forward friction was reduced and conversion increased.

# Experiment #2: Not This, But This...

## Options Selection

Protocol ID: TP1294

From this

Current	Total
<b>America's Cup Sailing</b>	\$265.90
<b>Details:</b> 2 Adults \$132.95 Each	
Date: Tuesday, May 19, 2009 10:00 AM	
Location: Cabo San Lucas, Baja California Sur	
Update Your Date/Time Preference: Tue, May 19, 2009 at 10:00 AM	

[View Lodging Options](#) [Add More Activities](#) [Checkout Without Lodging](#) **TOTAL DUE: \$265.90 USD**

(All prices are in US Dollars)

To this

Current O	Total
<b>Busch Gardens 1 Day Pass</b>	\$123.90
<b>Details:</b> 2 Adults \$61.95 Each	
Attend Any Day During Your Visit	
Location: Williamsburg, VA	
<a href="#">Add Another Activity</a>	
<b>Lodging:</b>	
<a href="#">Add Lodging to Your Activities</a>	
<b>Total:</b> \$123.90 USD	
(All prices are in US Dollars)	

**37%**  
Purchase Rate

"Great fun. Easy to order tickets and book hotels over the net and ran very smoothly on arrival."  
Karen Blakesley - Lansing, KS

[Email me this vacation](#) [Checkout](#)

## Experiment #3

**12% increase in conversions for multimedia retailer by strategic placement of testimonial and credibility indicators**

# Experiment #3: Background



**Experiment ID:** TP1070

**Record Location:** MECLABS Research Library

**Background:** A national computer hardware and multimedia retailer with a significant online and offline presence

**Goal:** To increase total cart conversions and revenue per cart.

**Research Question:** Which treatment will generate the highest conversion rate and revenue per cart?


**Test Design:** A/B variable cluster test




# Experiment #3: Control


Control Cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
 A180-1242 :: Acer AcerPower S290-UC4201P Intel Desktop PC - Intel Celeron 420 1.60GHz, 512MB DDR2, 80GB SATA, Dual Layer DVD±RW, 10/100 LAN, Windows XP Professional (60 lbs)	<input type="text" value="2"/>	In Stock	\$369.99	\$739.98

Click  to remove the item from your cart.

Enter Zip Code to Calculate Shipping & Tax:  (We only charge tax in FL, IL and NC)

UPDATE QTY. 


SUBTOTAL \$739.98

S&H

TAX

TOTAL \$739.98

Total Cart Weight: 60 lbs


Google Checkout 

Or Use **PROCEED TO SECURE CHECK OUT** Safe Shopping Guarantee


CONTINUE SHOPPING

Quick Cart


Select to search by: ☒ Tiger Item # ☐ Mfr. Part #




May we recommend the following items with your order...




Ultra 512MB PC4200 DDR2 533MHz Memory




Acer 2 Year Extended Service Plan for Desktops



Ultra 1024MB PC4200 DDR2 533MHz Memory

 Today's Gift Deal!



**GeForce 7300 GT**  
512MB DDR2  
PCI Express  
DVI/VGA/HDTV  
SLI Ready

**SAVE \$10 \$39.99\***

Deal Ends noon (ET) Tuesday

**CLICK HERE!**

0 days, 18 hours, 28 minutes and 11 seconds left

My Account

Welcome!


[Log in](#) or [Create Account](#)


[Invoice Copies](#)

Your Shopping Cart

1 Items

Total: \$739.98

 [VIEW CART](#)

 **No Wallet. No Wait. No Worries.®**

Subject to credit approval. Details>

**Bookmark This Page!**

Testimonials


Best Website Online For Computers And Electronics


A closer look at the control cart page reveals that all supporting content is focused on making an upsell.

# Experiment #3: Treatment

Treatment Cart

**Your Cart**

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
 S168-1216 :: Sony VGP-BPL5A VAIIO Laptop Battery - Large Capacity Li-Ion Battery for Sony VAIIO TX600, TX700, TX800 & TXN series (1 lbs)	1	Ships within 24 Hours	\$249.99	\$249.99

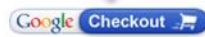
Click  to remove the item from your cart. [UPDATE QTY](#)


Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, IL, TX, and NC)  [GO](#)

SUBTOTAL **\$249.99**  
S&H Enter a Zip Code  
TAX -----  
TOTAL **\$249.99**

Total Cart Weight: 1 lbs


**3 Convenient Ways To Check Out**

 **Google Checkout**  
Fast checkout through Google  
[What is Google Checkout?](#)





Or  **Check out with PayPal**  
The safer, easier way to pay


Or [PROCEED TO SECURE CHECK OUT](#)  
Safe Shopping Guarantee

[CONTINUE SHOPPING](#)


Payments as low as \$10 /mo.  
Checkout  **BillMeLater**  
Subject to credit approval. [Details](#)



**"You guys ROCK!"**  
It is very rare that you can find **BOTH the best price AND get the best service.** I have no idea how I recieved it so soon after placing the order. I had expected my cable router the following week. It was remarkably safely packed and factory sealed.  
Reviewed by: *AJCrowe* on Apr 27, 2007

   **HACKER SAFE**  
TESTED DAILY 28-AUG  
 **PriceGrabber**  
★★★★★  
4.56

Deal Alerts:  Enter Your Email Address  Bookmark To: 

**Have Questions?**

**Live Chat**  
Click to chat with an agent 

**Give Us A Call Toll Free**  
 800-800-8300 

**Testimonials**

**YES!!!**

I have been ordering parts from [redacted] for the last 4 years for both personal and business related projects. Each time I have been completely satisfied with the quality of the products that I have ordered and with the service. I did have a part come in bad but they replaced it themselves instead of having to deal with the manufacture. The thing that I like most about [redacted] is that they are the most other web-based companies that do is the excellent descriptions and photo galleries of the products. This has helped me countless times to ensure that I am getting the right product and I have always received the product exactly as it is advertised. Great place to shop!

Reviewed by: *creekbeast*

- The treatment, however, changes focus to reduce potential anxiety
- Testimonial, customer support and live chat in the supporting column
- Another testimonial and credibility indicators below the call to action area



# Experiment #3: Side by Side

Control Cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
A180-1242 :: Acer AcerPower S290-UC4201P Intel Desktop PC - Intel Celeron 420 1.80GHz, 512MB DDR2, 80GB SATA, Dual Layer DVD±RW, 10/100 LAN, Windows XP Professional (60 lbs)	2	In Stock	\$369.99	\$739.98

Click to remove the item from your cart.

Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, IL and NC)

UPDATE QTY.

SUBTOTAL \$739.98  
S&H  
TAX  
TOTAL \$739.98

Total Cart Weight: 60 lbs

**Checkout** Or Use **PROCEED TO SECURE CHECK OUT**  
Fast checkout through Google Safe Shopping Guarantee

**Quick Cart** Select to search by: ☒ Tiger Item # ☐ Mfr. Part #   ?

May we recommend the following items with your order...

0 days, 18 hours, 28 minutes and 11 seconds left

**My Account**  
Welcome!  
[Log in](#) or [Create Account](#)  
[Invoice Copies](#)

**Your Shopping Cart**  
1 Items  
Total: \$739.98

**No Wallet. No Wait. No Worries.**  
Subject to credit approval. Details

**Testimonials**  
**Best Website Online For Computers And Electronics**

Treatment Cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
S168-1218 :: Sony VGP-BPL5A VAIQ Laptop Battery - Large Capacity Li-Ion Battery for Sony VAIQ TX800, TX700, TX600 & TX500 Series (1 lbs)	1	Ships within 24 Hours	\$249.99	\$249.99

Click to remove the item from your cart.

Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, IL, TX, and NC)

UPDATE QTY.

SUBTOTAL \$249.99  
S&H  
TAX  
TOTAL \$249.99

Total Cart Weight: 1 lbs

**3 Convenient Ways To Check Out**

**Checkout**  
Fast checkout through Google  
What is Google Checkout?

Or

**Check out with PayPal**  
The safer, easier way to pay

Or

**PROCEED TO SECURE CHECK OUT**  
Safe Shopping Guarantee

Payments as low as \$10 /mo.  
Checkout **BillMeLater**  
Subject to credit approval. Details

**"You guys ROCK!"**  
It is very rare that you can find **BOTH the best price AND get the best service.** I have no idea how I recieved it so soon after placing the order. I had expected my cable router the following week. It was remarkably safely packed and factory sealed.  
Reviewed by: AJCRowe on Apr 27, 2007

TESTED DAILY 28-AUG

4.56

**Have Questions?**  
**LiveChat**  
Click to chat with an agent

800-800-8300

**Testimonials**  
**YES!!!**  
I have been ordering parts from [redacted] for the last 4 years for both personal and business related projects. Each time I have been completely satisfied with the quality of the products that I have ordered and with the service. I did have a part come in bad but they were so fast to replace it themselves instead of having to deal with the manufacture. The thing that I like most about [redacted] is that most other web-based companies don't do is the excellent descriptions and photo galleries of the products. This has helped me countless times to ensure that I am getting the right product and I have always received the product exactly as it is advertised. Great place to shop!  
Reviewed by: creekbeast

# Experiment #3: Results



## 12% Relative Increase in Revenue

*The treatment significantly increased revenue per conversion by 11.6%*

Design	KPI	% Rel. Change
Control	\$49.14	-
Treatment	\$54.84	11.60%



**What You Need to Understand:** By addressing anticipated anxiety at critical point of decision through the use of testimonials and clear trusted payment options, the treatment generated 3.69% more sales in addition to 11.6% more revenue per cart, **resulting in a projected \$53,000,000+ annual increase in revenue.**

## Experiment #4

**87% increase in conversions for online printing company by re-sequencing product and process information on product page**

# Experiment #4: Background



**Experiment ID:** TP1568

**Record Location:** MECLABS Research Library

**Background:** An online printing company that specializes in delivering printed marketing materials with minimal turnaround.

**Goal:** To increase the number of purchases online.

**Research Question:** Which product page will result in the largest purchase rate?

**Test Design:** A/B Variable Cluster test

# Experiment #4: Version A

Products

Booklets

Bookmarks

Brochures

Business Cards

Calendars

CD/DVD Products

Club Flyers

Die Cuts

Door Hangers

Flyers

Folded Cards

Gift Certificates

Greeting Cards

Letterhead

Magnets

Magnet Calendars

Menus

Postcards

Posters

Rack Cards

Sell Sheets

Stickers

Tickets

Custom Printing

Home > Products & Pricing > Flyer Printing > 1/4 Page Club Flyers

100% Money Back Guarantee

1/4 Page Club Flyers

Prices from \$19.95

- 4.125" x 5.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

Calculate Printing Cost

Size

1/4 Page Flyers

Front Side Back Side

Full color No Printing

Paper Stock

70 lb Uncoated Opaque Paper

Coating

None

Shrink Wrapping

Shrink Wrap

Quantity

100

Printing Turn Around

2-4 Business Days \$19.95

Next Business Day \$24.95

Need Sets? Try our Express Checkout!

Shipping Estimate for this Product

Enter 5 digit zip code

Upload a Design

Design Online

When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks!!

Texas Davidson 06/30/2011

We're Here to Help! Call us, text us or at 800-800-8000

Home > Products & Pricing > Flyer Printing > 1/4 Page Club Flyers

100% Money Back Guarantee

1/4 Page Club Flyers

Prices from \$19.95

- 4.125" x 5.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

Calculate Printing Cost

Size

1/4 Page Flyers

Front Side Back Side

Full color No Printing

Paper Stock

70 lb Uncoated Opaque Paper

Coating

None

Shrink Wrapping

Shrink Wrap

Quantity

100

Printing Turn Around

2-4 Business Days \$19.95

Next Business Day \$24.95

Need Sets? Try our Express Checkout!

Shipping Estimate for this Product

Enter 5 digit zip code

Upload a Design

Design Online

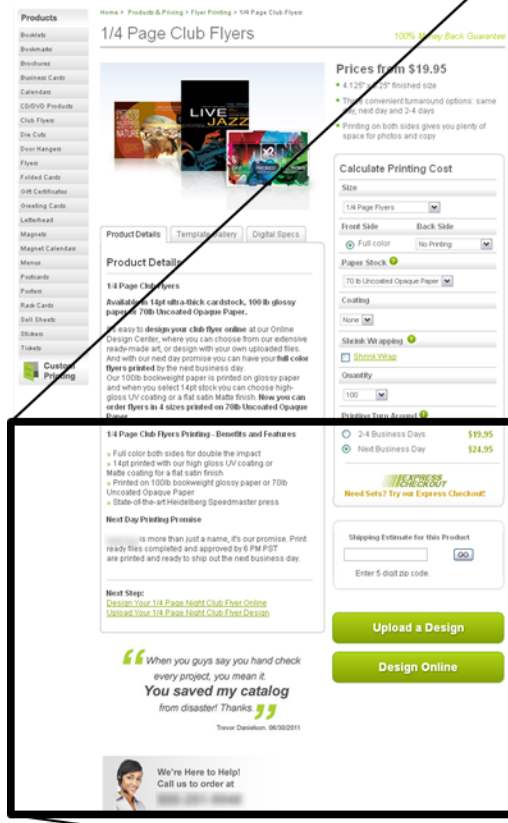
When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks!!

Texas Davidson 06/30/2011

We're Here to Help! Call us, text us or at 800-800-8000



# Experiment #4: Version A



gloss UV coating or a flat satin Matte finish. **Now you can order flyers in 4 sizes printed on 70lb Uncoated Opaque Paper.**

### 1/4 Page Club Flyers Printing - Benefits and Features

- Full color both sides for double the impact
- 14pt printed with our high gloss UV coating or Matte coating for a flat satin finish
- Printed on 100lb bookweight glossy paper or 70lb Uncoated Opaque Paper
- State-of-the-art Heidelberg Speedmaster press

### Next Day Printing Promise

are more than just a name, it's our promise. Print ready files completed and approved by 6 PM PST are printed and ready to ship out the next business day.

**Next Step:**

[Design Your 1/4 Page Night Club Flyer Online](#)  
[Upload Your 1/4 Page Night Club Flyer Design](#)

**“When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks.”**

Trevor Danielson, 06/30/2011



**We're Here to Help!**  
Call us to order at

100 

---

**Printing Turn Around** 

---

 2-4 Business Days **\$19.95**

 Next Business Day **\$24.95**

---



**Need Sets? Try our Express Checkout!**

Shipping Estimate for this Product

GO

Enter 5 digit zip code.

## Upload a Design

## Design Online

Products

Booklets

Bookmarks

Brochures

Business Cards

Calendars

CD/DVD Products

Club Flyers

Die Cuts

Door Hangers

Flyers

Folded Cards

Gift Certificates

Greeting Cards

Letterhead

Magnets

Magnet Calendars

Menus

Postcards

Posters

Rack Cards

Sell Sheets

Stickers

Tickets

Custom Printing

Home > Products > Pricing > Flyer Printing > 1/4 Page Club Flyers

1/4 Page Club Flyers

100% Money Back Guarantee

Prices from \$19.95

- 4.125" x 5.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

1 Calculate Printing Cost

2 Select Next Step

Calculate Printing Cost

Size

Small Business Flyers

Front Side

Back Side

Full color

No Printing

Paper Stock

70 lb Uncoated Opaque Paper

Coating

None

Shrink Wrapping

Shrink Wrap

Quantity

100

Upload a Design

Design Online

When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks.

Trevor Danielson, 06/30/2011

We're Here to Help!

Call us to order!

Shipping & Returns for this product

Enter 5 digit zip code

Product Details

Template Gallery

Digital Specs

Product Details

1/4 Page Club Flyers

Available in 14pt ultra thick cardstock, 100 lb glossy paper or 70lb Uncoated Opaque Paper.

It's easy to design your club flyer online at our Online Design Center, where you can choose from our extensive ready-made art, or design with your own uploaded files. And with our next day promise you can have your full color flyer printed by the next business day.

Our 100% blackout paper is printed on glossy paper and when you select 14pt stock you can choose high-gloss UV coating or a full satin matte finish. Now you can order 1/4 page flyers printed on 70lb Uncoated Opaque Paper.

1/4 Page Club Flyers Printing: Benefits and Features

- Full color both sides for double the impact
- 14pt printed with our high gloss UV coating or Matte coating for a full satin finish
- Printed on 100% blackout glossy paper or 70lb Uncoated Opaque Paper
- State-of-the-art Heidelberg Speedmaster press

Next Day Printing Promise

100% is more than just a name, it's our promise. Print-ready files completed and approved by 6 PM PST are printed and ready to ship out the next business day.

Next Step:

Design Your 1/4 Page Club Flyer Online

Upload Your 1/4 Page Club Flyer Design

Home > Products > Pricing > Flyer Printing > 1/4 Page Club Flyers

1/4 Page Club Flyers

100% Money Back Guarantee

Prices from \$19.95

- 4.125" x 5.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

1 Calculate Printing Cost

2 Select Next Step

Calculate Printing Cost

Size

Small Business Flyers

Front Side

Back Side

Full color

No Printing

Paper Stock

70 lb Uncoated Opaque Paper

Coating

None

Shrink Wrapping

Shrink Wrap

Quantity

100

Upload a Design

Design Online

When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks.

Trevor Danielson, 06/30/2011

We're Here to Help!

Call us to order!

# Experiment #4: Version B


The image is a composite of two website layouts for a business called '100'. The left layout is a product page for '1/4 Page Club Flyers'. It features a sidebar with a 'Products' menu including items like Business Cards, Calendars, and Flyers. The main content area has a header with the product name and a '100% Money Back Guarantee'. Below this are images of the flyers and a 'Prices from \$19.95' section. A 'Calculate Printing Cost' section allows users to select size, color, and quantity. A 'Shipping Estimate' section is also present. The right layout is a 'Printing Turn Around' section, showing options for '2-4 Business Days' and 'Next Business Day'. It includes a 'Need Sets? Try our Express Checkout!' banner and a 'Shipping Estimate for this Product' section. The bottom right corner features a 'Product Details' section and a 'Next Step' section with links to 'Design Your 1/4 Page Night Club Flyer Online' and 'Upload Your 1/4 Page Night Club Flyer Design'.



# Experiment #4: Side by Side

Home > Products > 1/4 Page Flyers

100% Money Back Guarantee



Prices from \$19.95

- 4.125" x 5.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

Calculate Printing Cost

Size: 1/4 Page Flyers

Front Side: Back Side

Full color: No Printing

Paper Stock: 70 lb Uncoated Opaque Paper

Coating: None

Shrink Wrapping: Shrink Wrap

Quantity: 100

Printing Turn Around: 2-4 Business Days \$19.95, Next Business Day \$24.95

Need Sets? Try our Express Checkout!

Shipping Estimate for this Product: Enter 5 digit zip code

Upload a Design

Design Online

Product Details

Template Gallery

Digital Specs

1/4 Page Club Flyers

Available in 14pt ultra-thick cardstock, 100 lb glossy paper or 70lb Uncoated Opaque Paper.

It's easy to design your club flyer online at our Online Design Center, where you can choose from our extensive ready-made art, or design with your own uploaded files. And with our next day promise you can have your full color flyers printed by the next business day. Our 100lb bookweight paper is printed on glossy paper and when you select 14pt stock you can choose high-gloss UV coating or a flat satin Matte finish. Now you can order flyers in 4 sizes printed on 70lb Uncoated Opaque Paper.

1/4 Page Club Flyers Printing - Benefits and Features

Full color both sides for double the impact

14pt printed with our high gloss UV coating or Matte coating for a flat satin finish

Printed on 100lb bookweight glossy paper or 70lb Uncoated Opaque Paper

State-of-the-art Heidelberg Speedmaster press

Next Day Printing Promise

is more than just a name, it's our promise. Print ready files completed and approved by 6 PM PST are printed and ready to ship out the next business day.

Next Step: Design Your 1/4 Page Night Club Flyer Online, Upload Your 1/4 Page Night Club Flyer Design


When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks.

Thevor Danielson, 06/30/2011

We're Here to Help! Call us to order at

Home > Products > 1/4 Page Flyers

100% Money Back Guarantee



Prices from \$19.95

- 4.125" x 5.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

1 Calculate Printing Cost

2 Select Next Step

Calculate Printing Cost

Size: Small Business Flyers

Front Side: Back Side

Full color: No Printing

Paper Stock: 70 lb Uncoated Opaque Paper

Coating: None

Shrink Wrapping: Shrink Wrap

Quantity: 100

Printing Turn Around: 2-4 Business Days \$19.95, Next Business Day \$24.95

Need Sets? Try our Express Checkout!

Shipping Estimate for this Product: Enter 5 digit zip code

Upload a Design

Design Online

Product Details

Template Gallery

Digital Specs

1/4 Page Club Flyers

Available in 14pt ultra-thick cardstock, 100 lb glossy paper or 70lb Uncoated Opaque Paper.

It's easy to design your club flyer online at our Online Design Center, where you can choose from our extensive ready-made art, or design with your own uploaded files. And with our next day promise you can have your full color flyers printed by the next business day. Our 100lb bookweight paper is printed on glossy paper and when you select 14pt stock you can choose high-gloss UV coating or a flat satin Matte finish. Now you can order flyers in 4 sizes printed on 70lb Uncoated Opaque Paper.

1/4 Page Club Flyers Printing - Benefits and Features

Full color both sides for double the impact

14pt printed with our high gloss UV coating or Matte coating for a flat satin finish

Printed on 100lb bookweight glossy paper or 70lb Uncoated Opaque Paper

State-of-the-art Heidelberg Speedmaster press

Next Day Printing Promise

is more than just a name, it's our promise. Print ready files completed and approved by 6 PM PST are printed and ready to ship out the next business day.

Next Step: Design Your 1/4 Page Night Club Flyer Online, Upload Your 1/4 Page Night Club Flyer Design

When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks.

Thevor Danielson, 06/30/2011

We're Here to Help! Call us to order at

# Experiment #4: Results



## 87% Relative Increase In Conversion

*The treatment significantly increased conversion by 87.40%*

Design	KPI	% Rel. Change
Version A	4.03%	-
Version B	7.55%	87.40%



**What You Need to Understand:** By resequencing the page to put the form first and better match motivation and clarify the eye path, the new product page template achieved an 87.40% increase in conversions.

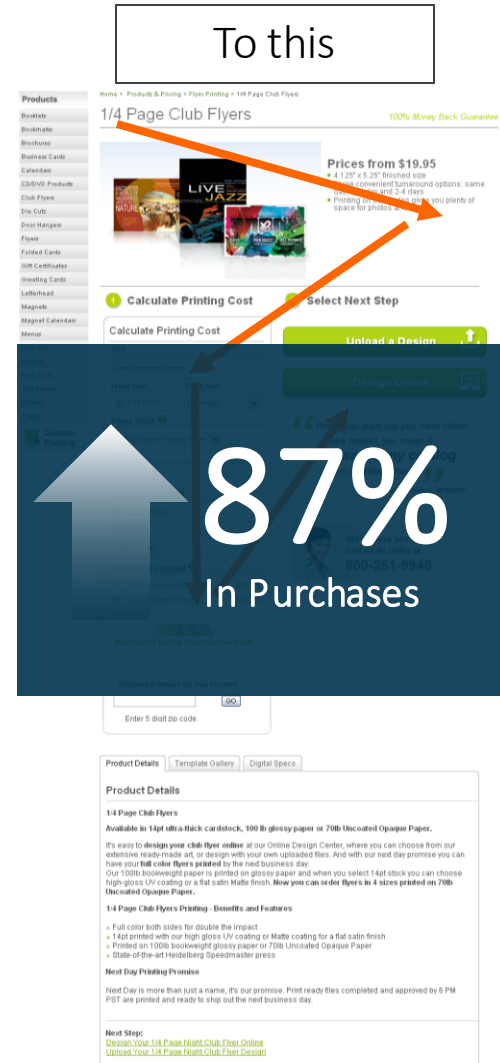
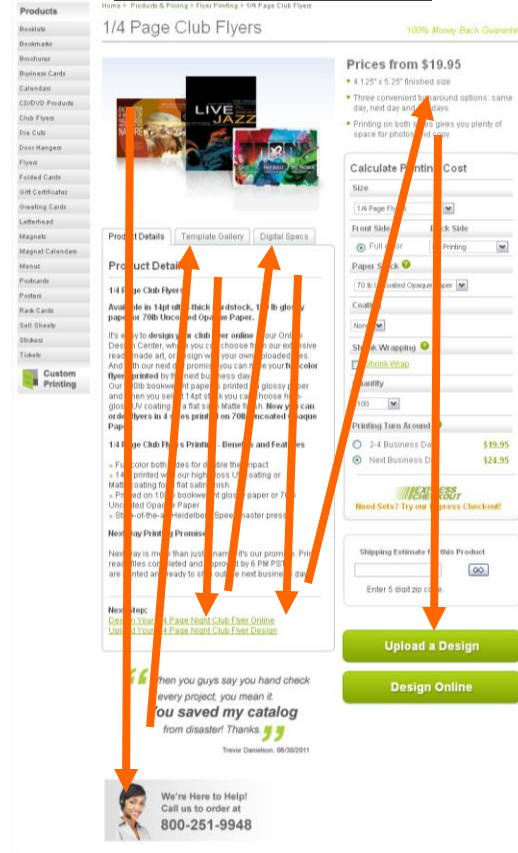
# Experiment #4: Not This, But This...

## Eye path

Protocol ID: TP1568

From this

To this



# Experiment #5

**20% increase in conversions for Italian cosmetics website by adding an interactive element to product page**

# Experiment #5: Background



**Experiment ID:** TP1283

**Record Location:** MECLABS Research Library

**Background:** Italian ecommerce website offering cosmetics. The researchers were focusing on testing different approaches to the “body” category page.

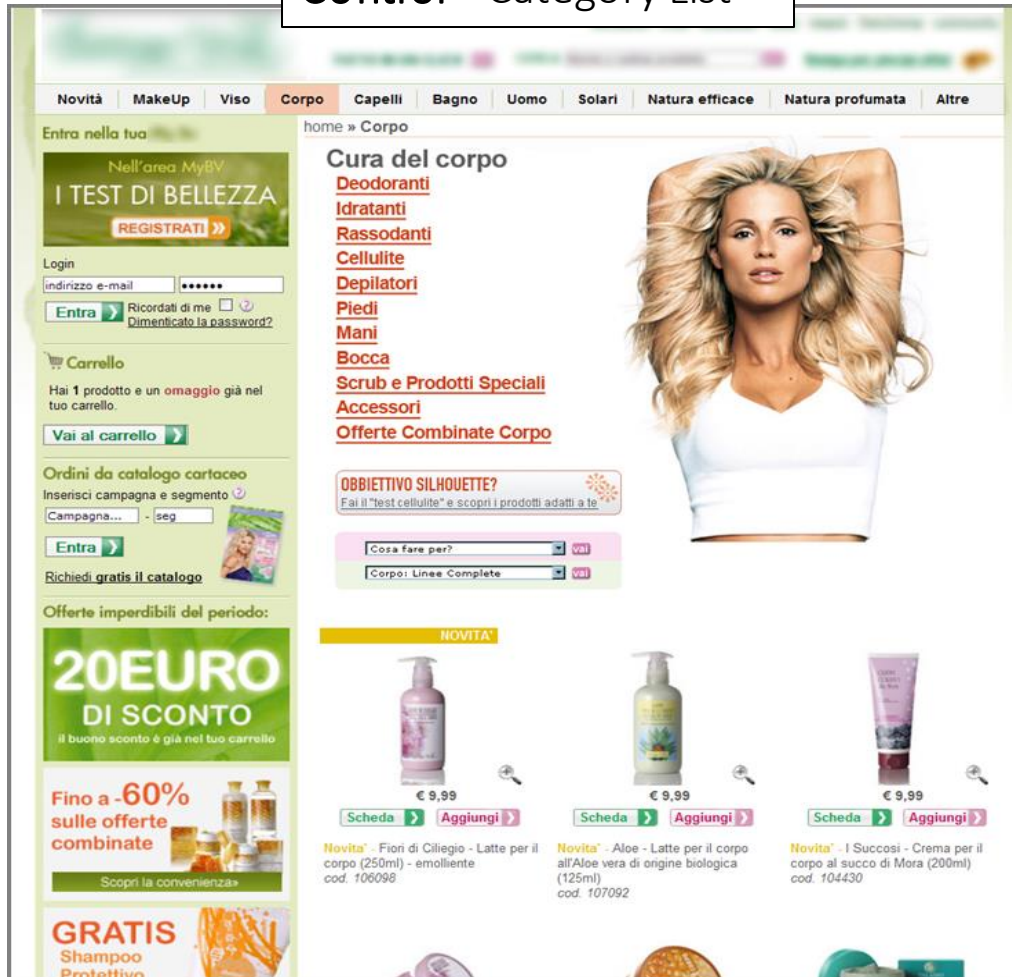
**Goal:** To increase the rate of conversion

**Primary Research Question:** Which page will generate the highest rate of conversion?

**Approach:** A/B variable cluster test

# Experiment #5: Control

## Control – Category List

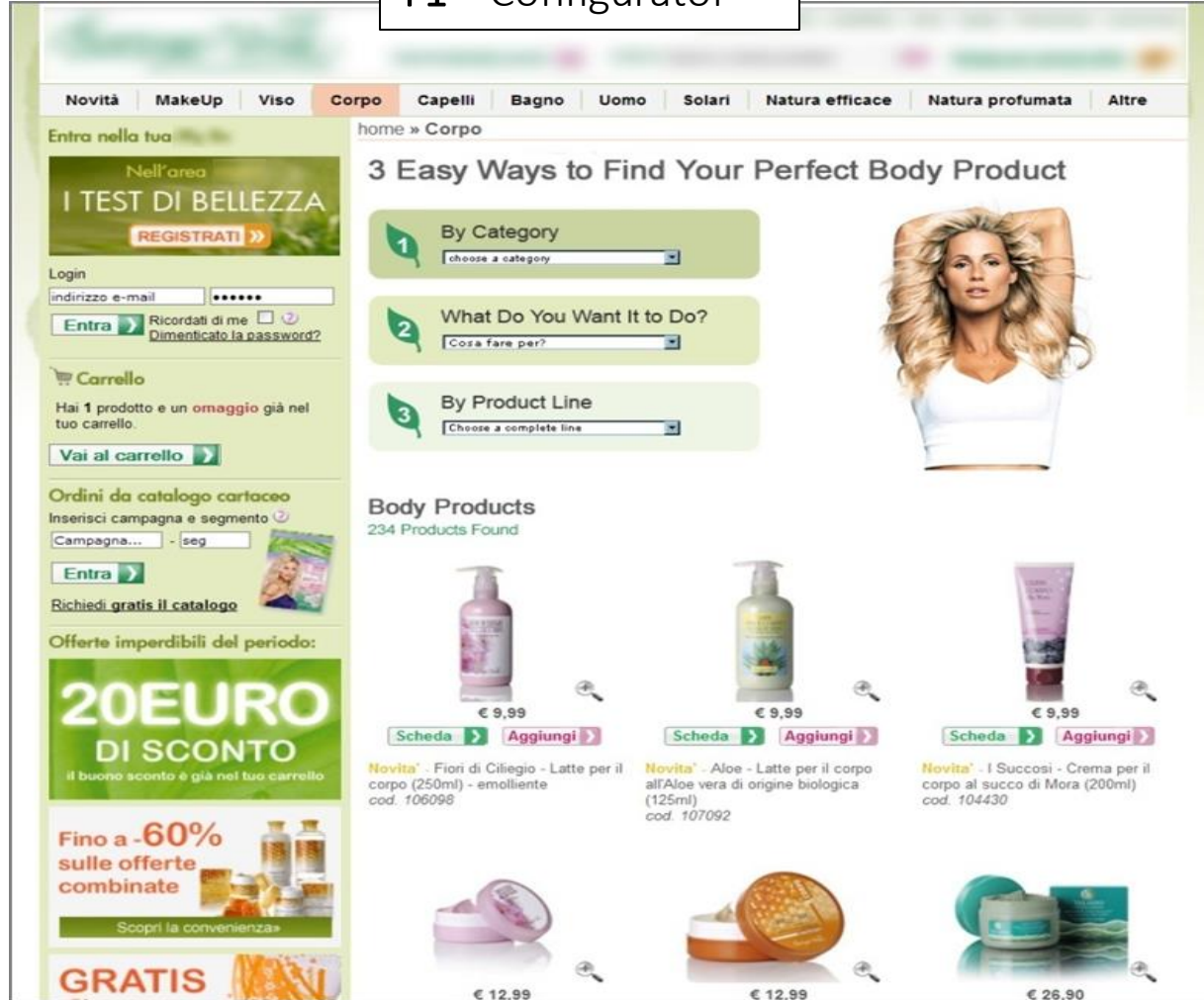


Is the category list at the top of the page the most user-friendly way to present the information?



# Experiment #5: Treatment

## T1 – Configurator



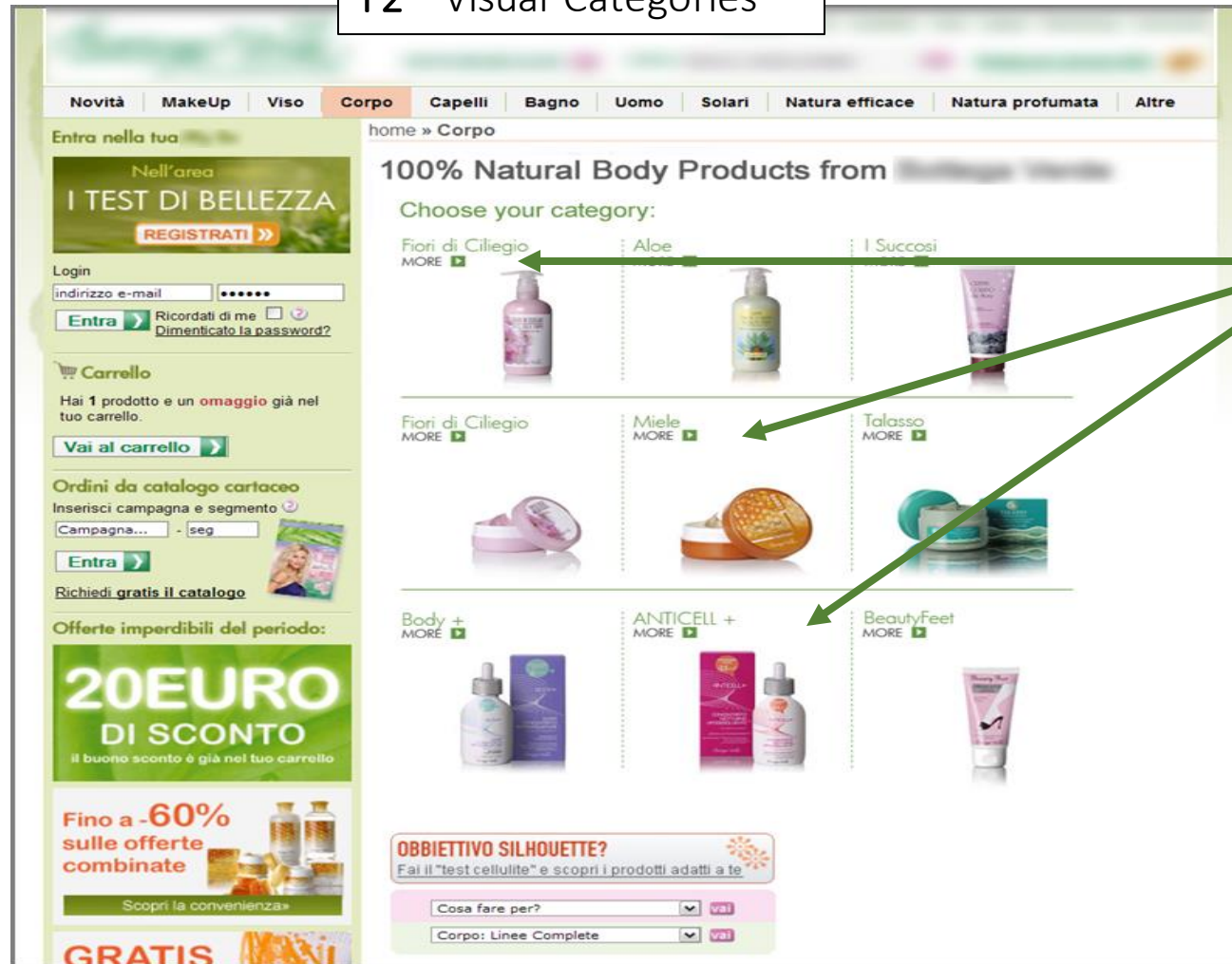
**Treatment 1** seeks to make the page easier to use by adding an interactive configurator that enables the visitor to customize the products that show up below.

- By Category
- By Objective
- By Product Line

# Experiment #5: Treatment

## T2 – Visual Categories

Treatment 2 seeks to make page easier by removing the category links and simply featuring the main categories with images.





# Experiment #5: Treatment

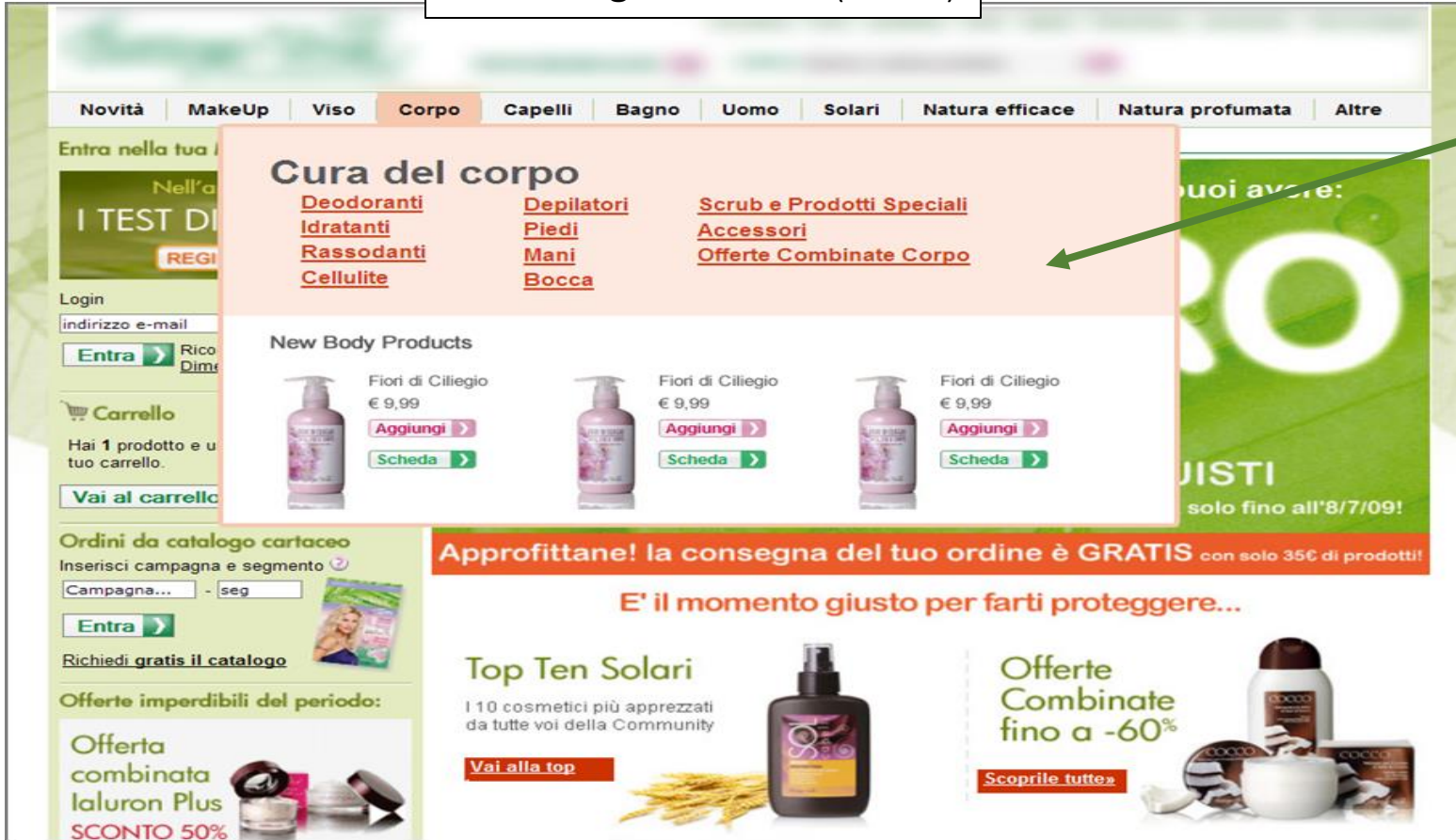
## T3 – Navigation Links (text)



**Treatment 3** is a radical approach that seeks to make the process easier by removing the “body” category page altogether, enabling the visitor to choose their category within the navigation of the homepage.

# Experiment #5: Treatment

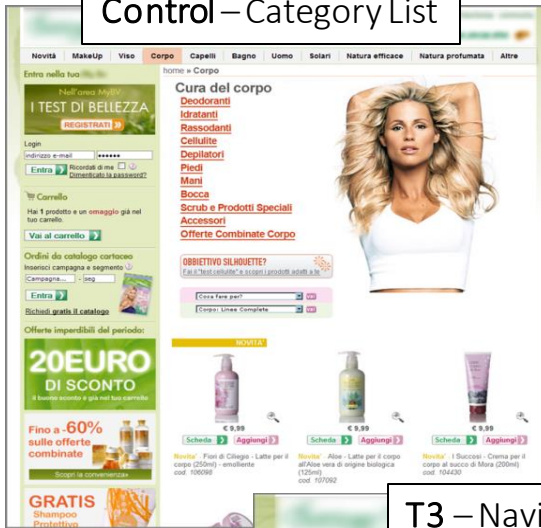
## T4 – Navigation Links (visual)



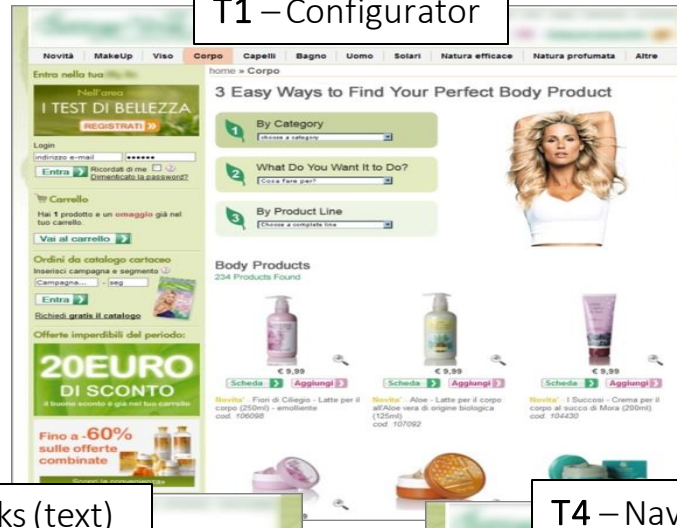
Treatment 4 is similar to Treatment 3, only it integrates a more visual approach to the categories within the navigation.

# Experiment #5: Side by Side

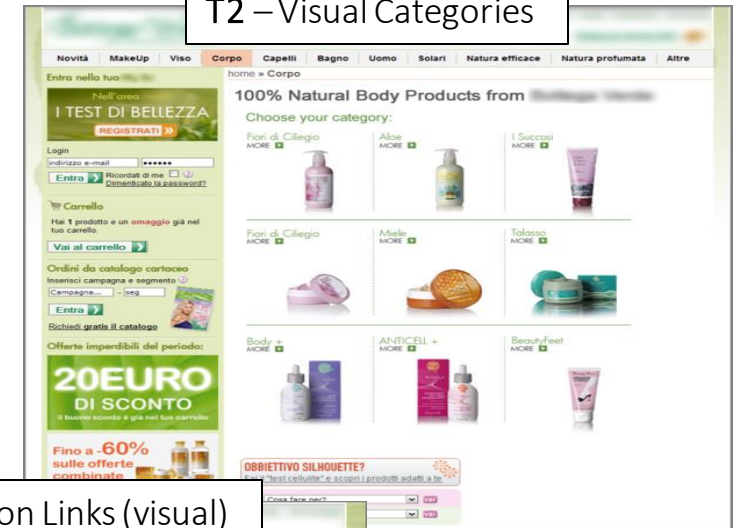
Control – Category List



T1 – Configurator



T2 – Visual Categories



T3 – Navigation Links (text)



T4 – Navigation Links (visual)





# Experiment #5: Results



## 20% Relative Increase in Conversion

*The configurator treatment significantly increased conversion by 20.00%*

Design	KPI	% Rel. Change
Control	1.04%	-
Treatment 1	1.25%	20.00%
Treatment 2	1.10%	6.00%
Treatment 3	1.10%	5.00%
Treatment 4	1.10%	5.00%



**What You Need to Understand:** By adding an interactive element, the new product page achieved a 20.00% increase in conversions.

## Experiment #6

**Projected \$500,000+ increase in revenue per year for retail/wholesale collector items website by testing which version of a second step in the conversion funnel will produce the highest conversion rate**

# Experiment #6: Background



Experiment ID: TP1305

Record Location: MECLABS Research Library

**Background:** A website that sells retail and wholesale collector items

**Goal:** To increase conversion rate

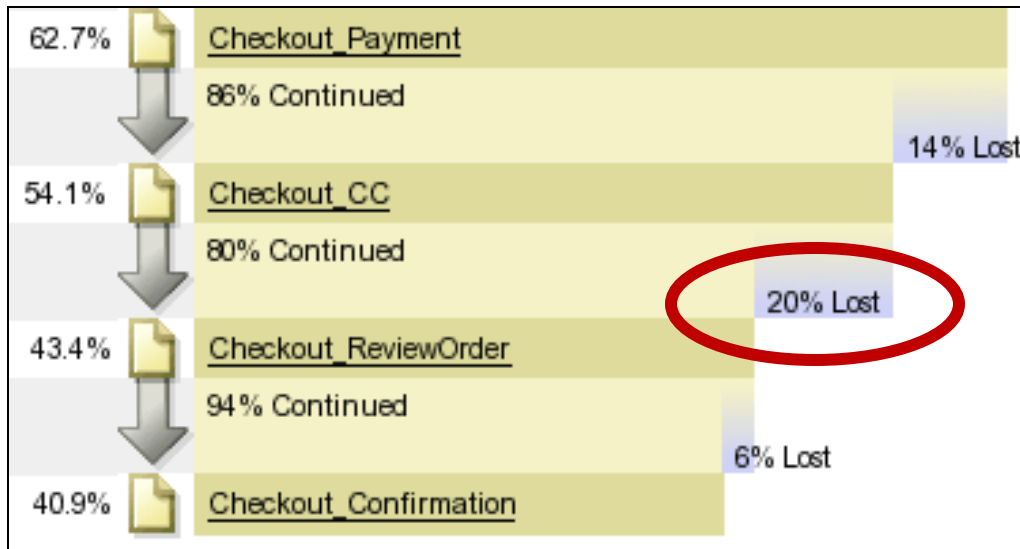
**Primary Research Question:** Which version of a second step in the conversion funnel will produce the highest conversion rate?

**Approach:** A/B variable cluster split test



# Experiment #6: Background

## Fallout Report: New Customers



- When we analyzed the metrics, we realized there were leaks throughout the checkout process. **The credit card submission page stood out as low cost opportunity for immediate return.**
- When we analyzed the metrics even further, we saw that **this step also had the highest lost revenue per cart** (more than double compared to any other step).
- From this, we hypothesized that **optimizing this step would have the highest potential return** on our efforts.

# Experiment #6: Control

Control

The screenshot shows a web browser window with a shopping cart interface. At the top, there's a navigation bar with logos for Visa, MasterCard, and Discover, a shopping cart icon, and a search bar. Below this is a progress bar with five steps: Shopping Cart, Checkout Step 1, Checkout Step 2 (which is the current step and has a green dot), Confirm Information, and Finished. The main content area is titled 'Credit Card:' and contains a checkbox with a disclaimer: 'I understand that [redacted] will NOT charge my credit card for this purchase. It is ONLY used to secure my order. I have read and agree to the purchase agreement terms (below)'. Below the checkbox are input fields for Card Number, Name on Card, CVV Code (with a link 'What is a CVV Code??'), and Expiration Date (set to 01 / 2009). There is a 'Special Instructions:' section with a large text area. At the bottom of the form are '< Back' and 'Next >' buttons. Below the form is a section titled 'Purchase Agreement Terms' with several bullet points detailing the terms of sale, including cancellation fees and delivery guarantees. A sidebar on the left contains a list of links for various categories like Home, Garden, and Pet.

Shopping Cart   Checkout Step 1   **Checkout Step 2**   Confirm Information   Finished

**Credit Card:** ☐ I understand that [redacted] will NOT charge my credit card for this purchase. It is ONLY used to secure my order. I have read and agree to the purchase agreement terms (below).

Card Number:

Name on Card:

CVV Code:  [What is a CVV Code??](#)

Expiration Date: 01 / 2009

**Special Instructions:**

[< Back](#) [Next >](#)

**Purchase Agreement Terms**

- Once you have placed an order with [redacted], you have entered into a binding agreement. If you cancel your order for any reason; your credit card will be charged a \$35.00 cancellation fee as well as the difference between your confirmed price and our market ask price. (Our Ask to Ask price.)
- Your [redacted] order will automatically be canceled if we do not receive payment within five business days. Your credit card will be charged a \$35.00 cancellation fee as well as the difference between your confirmed price and our current market ask price.
- We recommend mailing your payment immediately. Or, using 2-3 day priority mail through the U.S. Postal Service to ensure delivery within five business days.
- [redacted] reserves the right to refuse an order if your payment is not received within five business days after the order is placed.
- [redacted] reserves the right to refuse an order if our quoted price is incorrect. See the computer screen for details.
- All credit card order returns are subject to a [redacted] cancellation fee.
- For more detailed information please read our [Frequently Asked Questions](#).

*What might be causing the fallout?*

- It is unclear why the credit card is required when payment method is different.
- The complexity of the purchase agreement terms causes confusion and concern.
- There is no indication that the customer's credit card information is secure.

# Experiment #6: Treatment

**Treatment**

Shopping Cart Checkout Step 1 **Checkout Step 2** Confirm Information Finished

**Secure Your Order:**

We require a valid credit card to secure your order. Your card **WILL NOT** be charged for this purchase.

☐ I understand that [redacted] will NOT charge my credit card for this purchase.

MasterCard SecureCode VERIFIED by VISA DISCOVER

Card Number: [input]  
Name on Card: [input]  
CVV Code: [input] [What is a CVV Code??](#)  
Expiration Date: [01] / [2009]

McAfee SECURE

☐ I have read and agree to the [purchase agreement terms and conditions](#).

**Special Instructions:**

Enter any special instructions here

[< Back](#) [Next >](#)

**Your Satisfaction Guaranteed**

We provide all our customers with a refund, return and/or exchange policy on everything we sell including all bullion and certified coins. If for any reason you have a problem, please feel free to call our offices. We will always do our best to accommodate you.

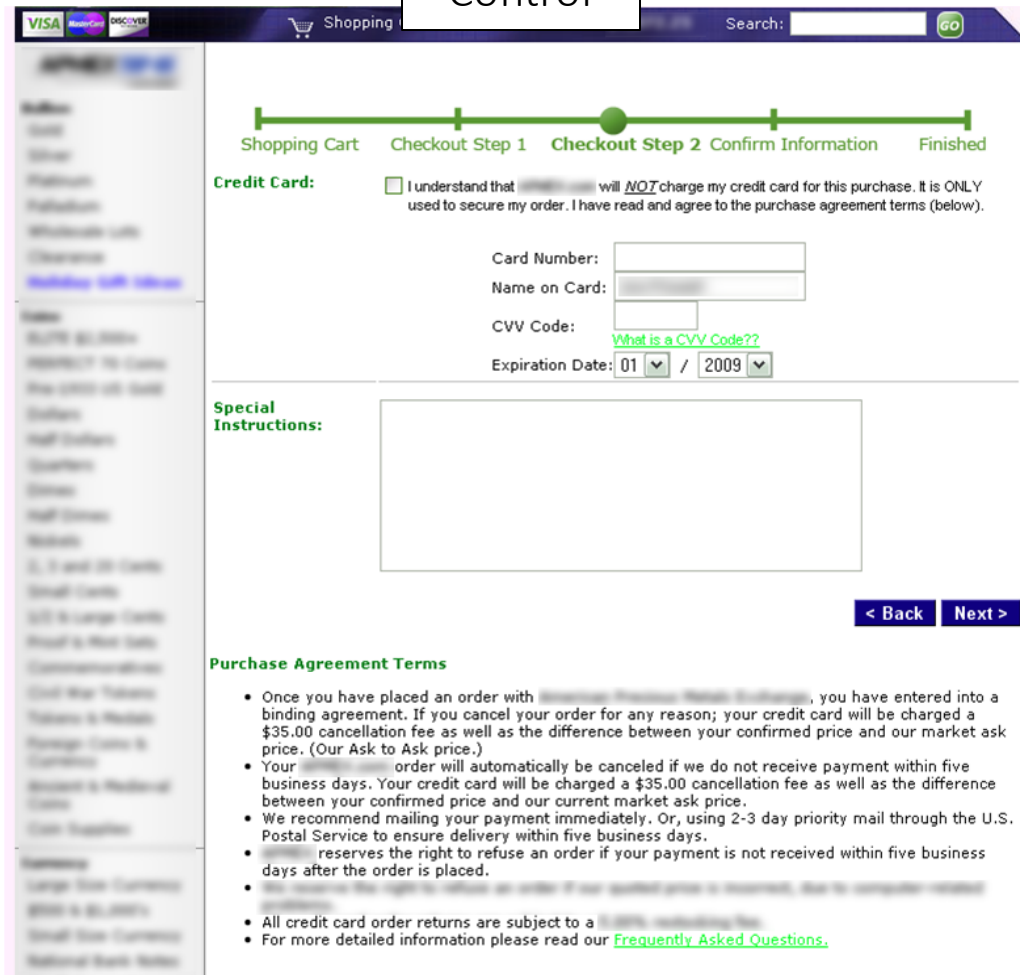
**SATISFACTION GUARANTEED**

*How we addressed the issues:*

- Third-party security indicators have been added.
- Clearer explanation of why a credit card is required and that it will not be charged
- “Satisfaction Guaranteed” promise is emphasized.

# Experiment #6: Side by Side

Control



Shopping Cart Checkout Step 1 **Checkout Step 2** Confirm Information Finished

**Credit Card:** ☐ I understand that [redacted] will NOT charge my credit card for this purchase. It is ONLY used to secure my order. I have read and agree to the purchase agreement terms (below).

Card Number:   
Name on Card:   
CVV Code:  [What is a CVV Code??](#)  
Expiration Date: 01 / 2009

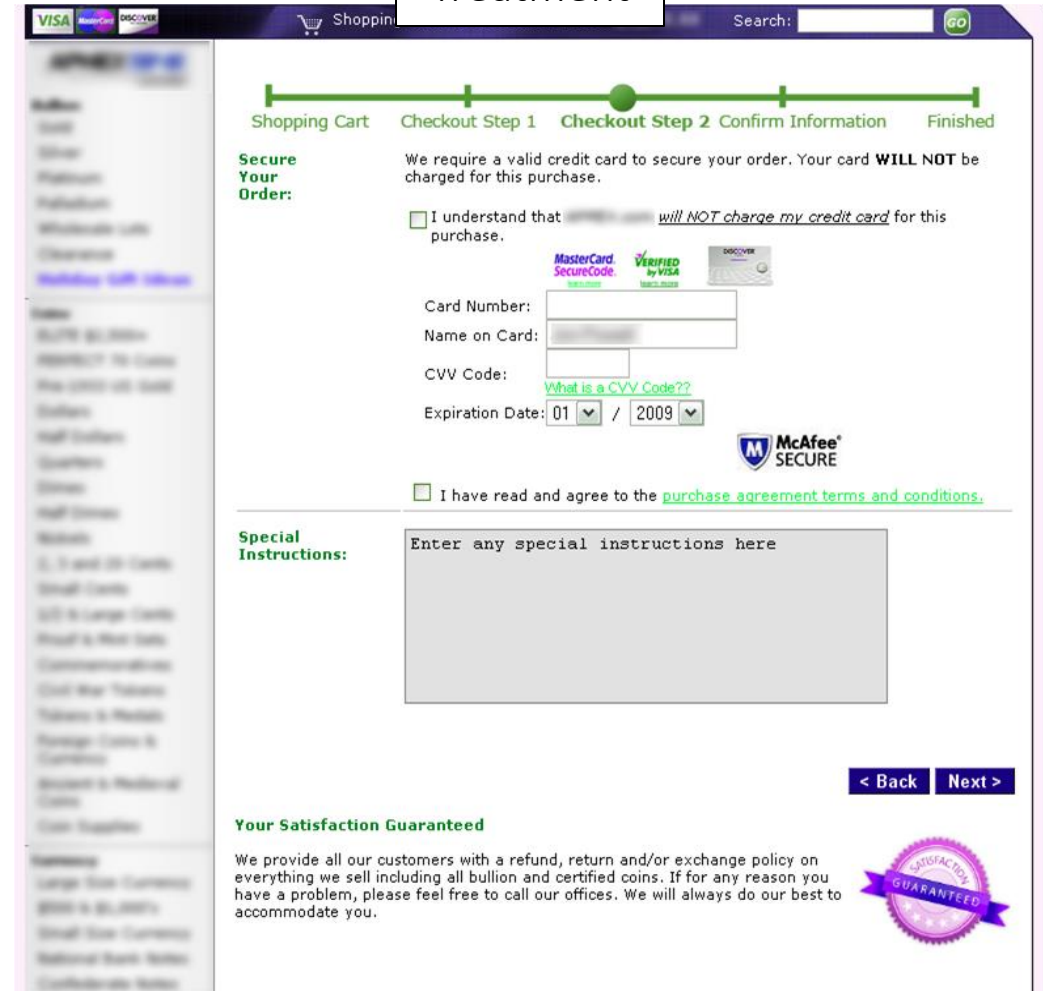
**Special Instructions:**

[< Back](#) [Next >](#)

**Purchase Agreement Terms**

- Once you have placed an order with [redacted], you have entered into a binding agreement. If you cancel your order for any reason; your credit card will be charged a \$35.00 cancellation fee as well as the difference between your confirmed price and our market ask price. (Our Ask to Ask price.)
- Your [redacted] order will automatically be canceled if we do not receive payment within five business days. Your credit card will be charged a \$35.00 cancellation fee as well as the difference between your confirmed price and our current market ask price.
- We recommend mailing your payment immediately. Or, using 2-3 day priority mail through the U.S. Postal Service to ensure delivery within five business days.
- [redacted] reserves the right to refuse an order if your payment is not received within five business days after the order is placed.
- [redacted] reserves the right to refuse an order if your payment is not received within five business days after the order is placed.
- All credit card order returns are subject to a [redacted] policy, including this.
- For more detailed information please read our [Frequently Asked Questions](#).

Treatment




Shopping Cart Checkout Step 1 **Checkout Step 2** Confirm Information Finished

**Secure Your Order:** We require a valid credit card to secure your order. Your card **WILL NOT** be charged for this purchase.

☐ I understand that [redacted] will NOT charge my credit card for this purchase.

Card Number:   
Name on Card:   
CVV Code:  [What is a CVV Code??](#)  
Expiration Date: 01 / 2009




☐ I have read and agree to the [purchase agreement terms and conditions](#).

**Special Instructions:** Enter any special instructions here

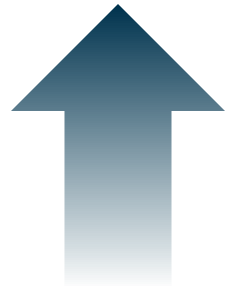
[< Back](#) [Next >](#)

**Your Satisfaction Guaranteed**

We provide all our customers with a refund, return and/or exchange policy on everything we sell including all bullion and certified coins. If for any reason you have a problem, please feel free to call our offices. We will always do our best to accommodate you.



# Experiment #6: Results



## 5% Relative Increase in Conversion

*The treatment credit card page increased conversions by 4.51%*

Design	KPI	% Rel. Change
Control	82.33%	-
Treatment	86.04%	4.51%



**What You Need to Understand:** While it might seem like a small increase, the changes in this treatment on this step of the funnel **resulted in a projected \$500,000+ increase in revenue per year.** This underscores the potential impact of a properly identified research question.

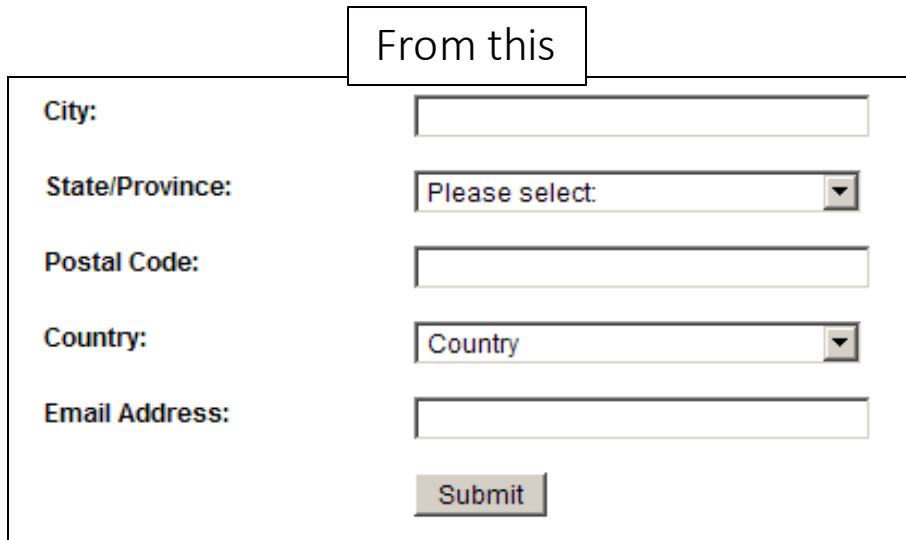
# Experiment #6: Not This, But This

## Clarity

Protocol ID: 1305

This call-to-action form isolates all content before the information exchange begins.

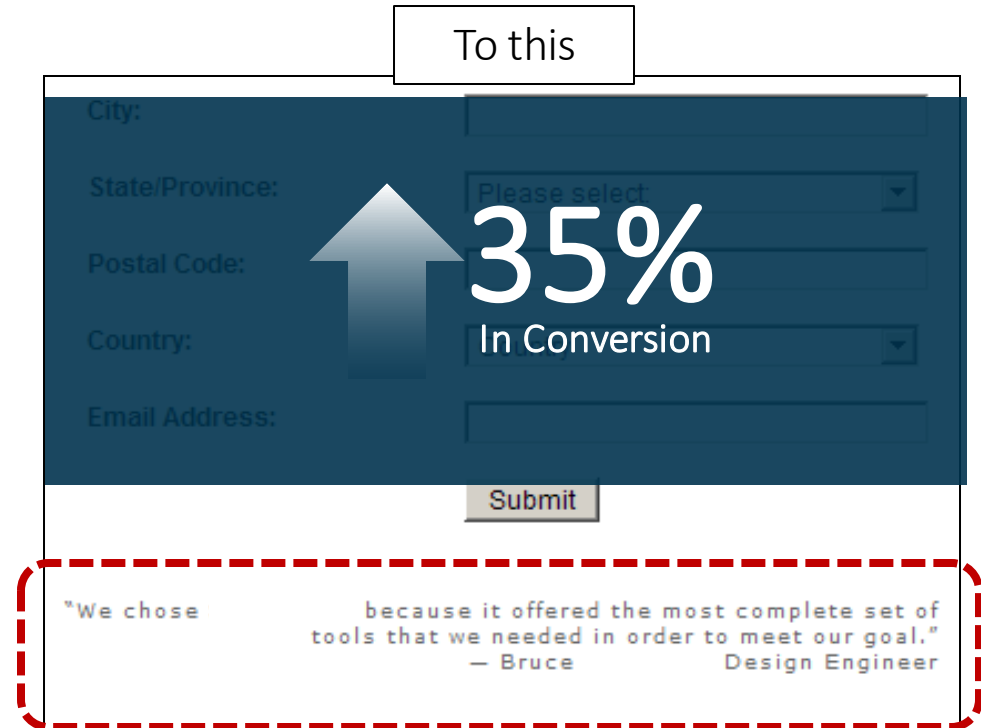
From this



This form is a standard vertical layout. On the left, there are labels for 'City:', 'State/Province:', 'Postal Code:', 'Country:', and 'Email Address:'. On the right, there are corresponding input fields: a text box for City, a dropdown menu for State/Province (showing 'Please select'), a text box for Postal Code, a dropdown menu for Country (showing 'Country'), and a text box for Email Address. A 'Submit' button is located at the bottom right of the form.

This form, however, adds a single testimonial to support the moment of action.

To this



This form is a vertical layout with labels on the left and input fields on the right. The labels are 'City:', 'State/Province:', 'Postal Code:', 'Country:', and 'Email Address:'. The input fields are a text box for City, a dropdown menu for State/Province (showing 'Please select'), a text box for Postal Code, a dropdown menu for Country (showing 'Country'), and a text box for Email Address. A 'Submit' button is located at the bottom right of the form. A large, semi-transparent blue overlay is positioned over the form, featuring a large white arrow pointing upwards and the text '35% In Conversion'. Below the form, a testimonial is enclosed in a red dashed border. The testimonial reads: 'We chose [redacted] because it offered the most complete set of tools that we needed in order to meet our goal.' — Bruce Design Engineer.



## Experiment #7

**49% increase in conversions as well as significant increase in email captures for people-search software database company by changing the text and position of the call-to-action and adding an email capture field**

# Experiment #7: Background



**Experiment ID:** TP1000-13

**Record Location:** MECLABS Research Library

**Background:** A company offering people-search software database for consumers.

**Goal:** To increase the number of emails captured.

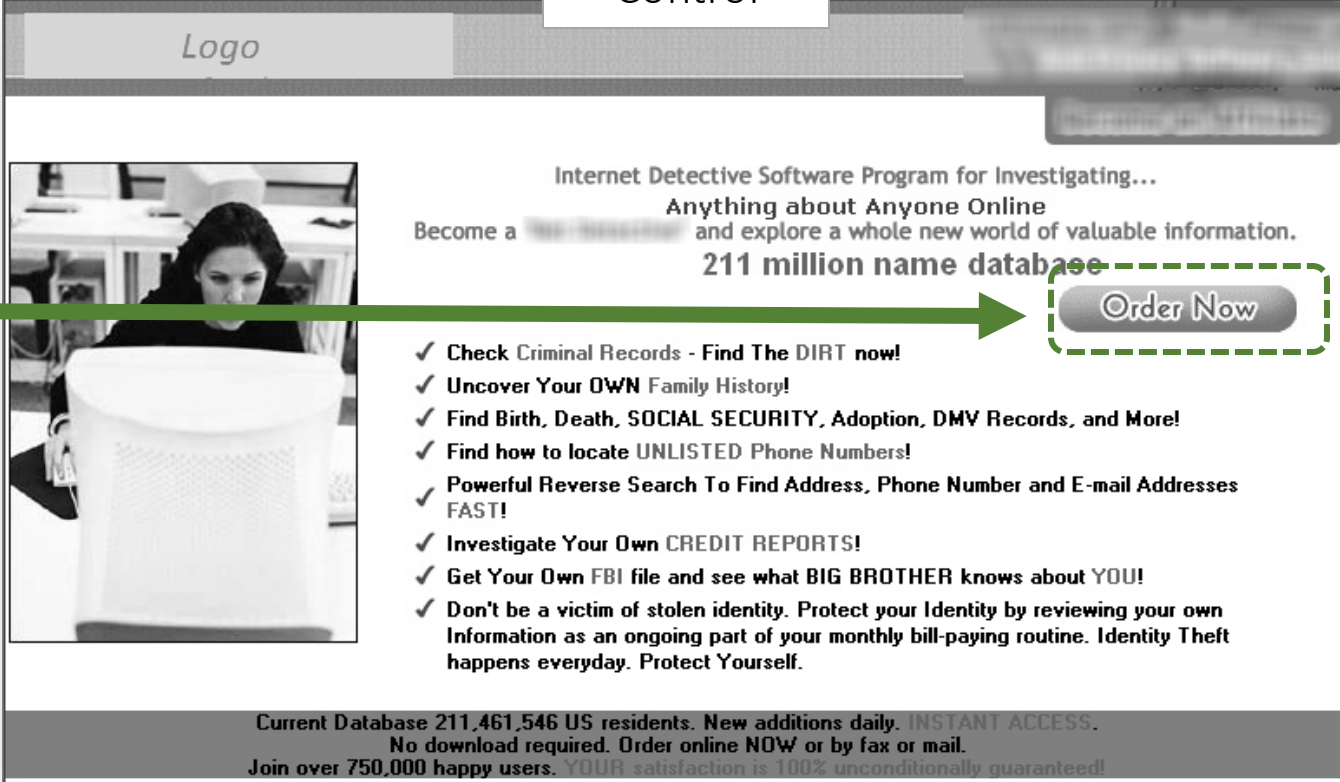
**Research Question:** Which page will generate the highest email capture rate?

**Approach:** A/B single factorial split test

# Experiment #7: Control

When a visitor clicked “Order Now” they were then directed fill out a single-page form with their payment information.

Control



The screenshot shows a website layout for an internet detective software program. At the top left is a 'Logo' placeholder. The main heading reads 'Internet Detective Software Program for Investigating... Anything about Anyone Online'. Below this, it says 'Become a ~~Web Detective~~ and explore a whole new world of valuable information. 211 million name database'. A green arrow points from the text '211 million name database' to a dashed green box containing the 'Order Now' button. To the left of the text is a black and white photo of a woman looking at a computer monitor. Below the main text is a list of features, each preceded by a checkmark. At the bottom, a dark grey banner contains text about the database size, instant access, and a satisfaction guarantee.

Logo

Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a ~~Web Detective~~ and explore a whole new world of valuable information.  
**211 million name database**

**Order Now**

- ✓ Check Criminal Records - Find The DIRT now!
- ✓ Uncover Your OWN Family History!
- ✓ Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what BIG BROTHER knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

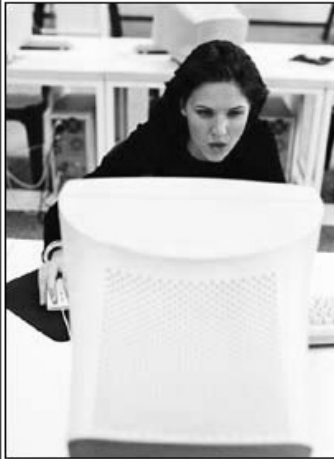
Current Database 211,461,546 US residents. New additions daily. **INSTANT ACCESS.**  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users. YOUR satisfaction is 100% unconditionally guaranteed!

# Experiment #7: Treatment

The treatment added an email capture field and changed the button copy from “Order Now” to “Continue to Step 2” while sending visitors to the same order page.

Logo

Treatment



Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a **Net Detective** and explore a whole new world of valuable information.  
**211 million name database**

- ✓ Check Criminal Records - Find The DIRT now!
- ✓ Uncover Your OWN Family History!
- ✓ Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what BIG BROTHER knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

Become A **Net Detective** In Just 2 Steps!



Step 1:

**Continue To Step 2**

Current Database 211,461,546 US residents. New additions daily. INSTANT ACCESS.  
No download required. Order online NOW or by fax or mail.  
Join over 750 000 happy users. YOUR satisfaction is 100% unconditionally guaranteed!

# Experiment #7: Side by Side

Control





Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a **Web Detective** and explore a whole new world of valuable information.  
**211 million name database**

**Order Now**

- ✓ Check Criminal Records - Find The DIRT now!
- ✓ Uncover Your OWN Family History!
- ✓ Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what BIG BROTHER knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

Current Database 211,461,546 US residents. New additions daily. **INSTANT ACCESS.**  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users. YOUR satisfaction is 100% unconditionally guaranteed!

Treatment



Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a **Web Detective** and explore a whole new world of valuable information.  
**211 million name database**

- ✓ Check Criminal Records - Find The DIRT now!
- ✓ Uncover Your OWN Family History!
- ✓ Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what BIG BROTHER knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

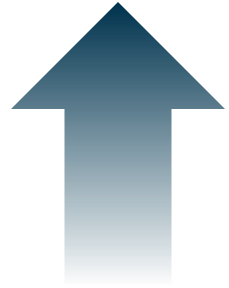
**Become A Web Detective In Just 2 Steps!**

Step 1:

**Continue To Step 2**

Current Database 211,461,546 US residents. New additions daily. **INSTANT ACCESS.**  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users. YOUR satisfaction is 100% unconditionally guaranteed!

# Experiment #7: Results



## 122% Relative Increase in Email Capture

*The treatment path increased email captures by 121.80%*

Design	KPI	% Rel. Change
Control	6.76%	-
Treatment	14.98%	121.80%



**What You Need to Understand:** By changing the position of the call-to-action and adding an email capture field, we were able to significantly increase emails and also increase orders by 49%.



## Experiment #8

**29% increase in conversion for fitness company by removing the cart preview**

# Experiment #8: Background



**Experiment ID:** TP1620

**Record Location:** MECLABS Research Library

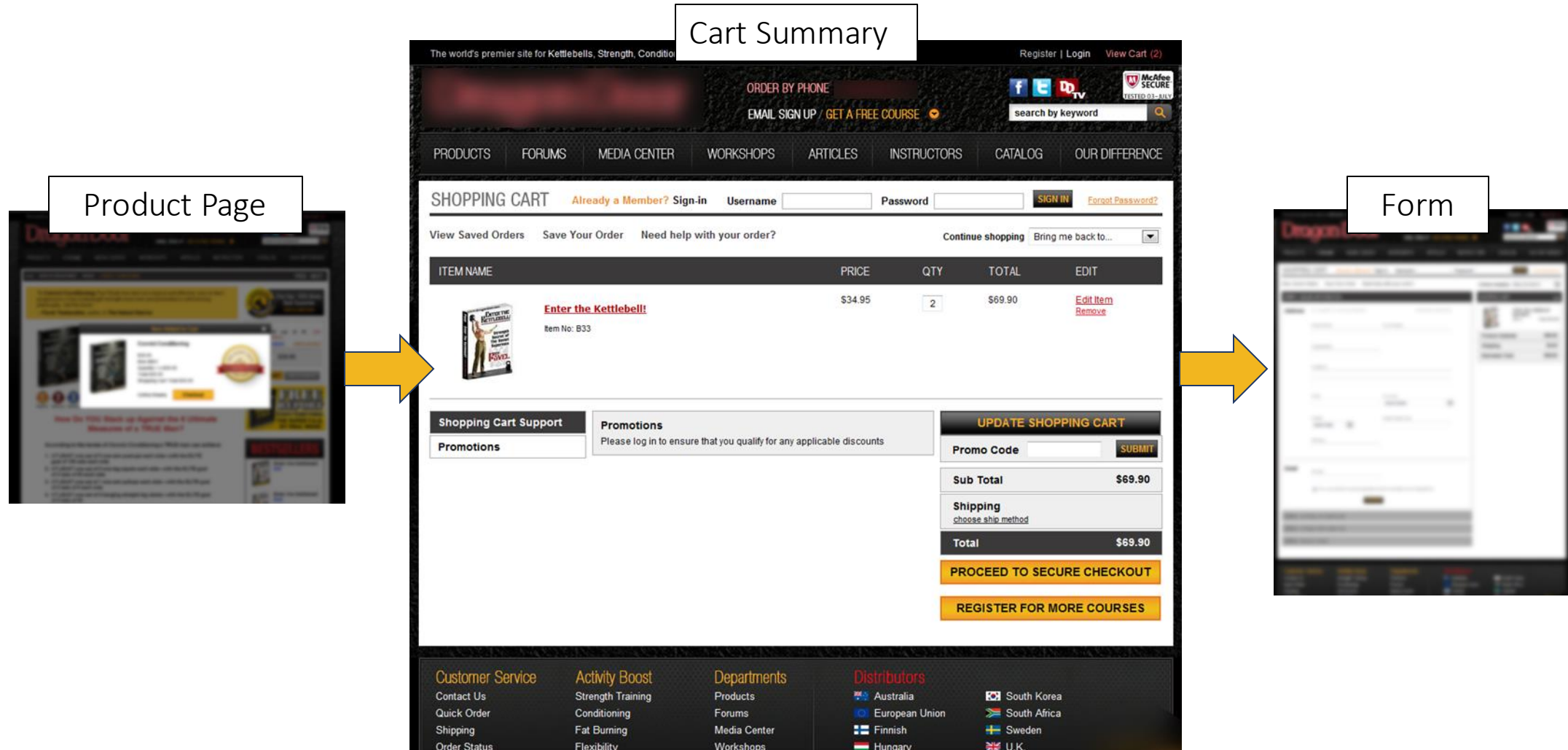
**Background:** The Research Partner is a fitness company that primarily sells fitness training content and gym equipment.

**Goal:** To increase sales

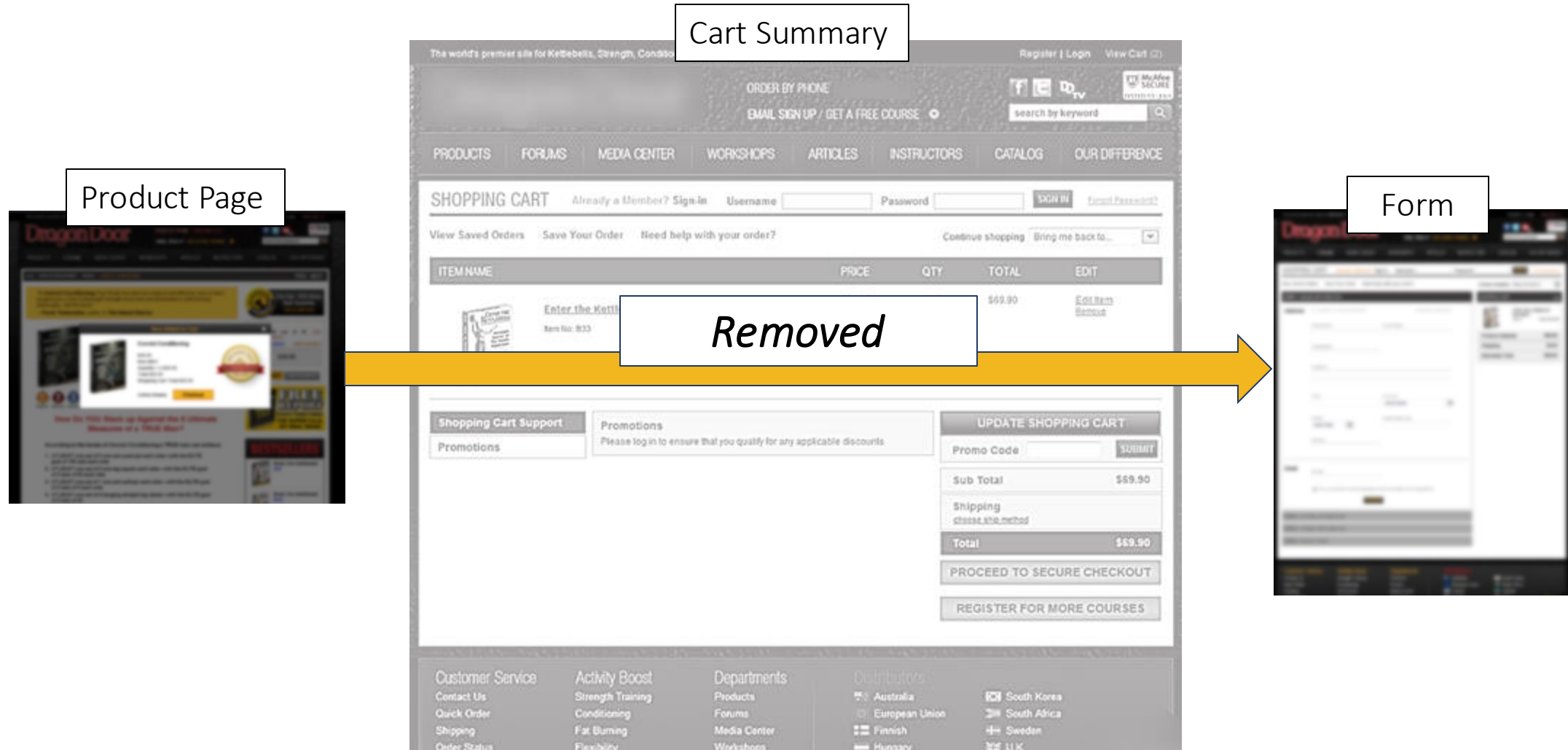
**Primary Research Question:** Which checkout process will result in a higher conversion rate?

**Approach:** A/B multifactor split

# Experiment #8: Control



# Experiment #8: Treatment



# Experiment #8: Results



## 29% Relative Increase in Conversion

*The treatment path increased conversion by 28.60%*

Design	KPI	% Rel. Change
Control	27.70%	-
Treatment	35.6%	28.60%



**What You Need to Understand:** By removing the unnecessary cart preview page, the treatment increased conversion by 28.60%.

## Experiment #9

**263% increase in orders for online people-search company by adding the discount incentive**



# Experiment #9: Background



**Experiment ID:** TP1000-9

**Record Location:** MECLABS Research Library

**Background:** An online people-search company that was losing many orders due to cart abandonment. We wanted to find a way to recover as many of these orders as possible with a minimum incremental marketing spend.

**Goal:** To recover partially completed but abandoned orders through a sequence of cart recovery emails

**Primary Research Question:** Which cart recovery sequence and offer will generate the most sales?

**Approach:** A/B split test (variable cluster)

# Experiment #9: Control

## Control

Hello:

We are not sure if you received our previous email, but this is our last attempt to contact you.

Several days ago, you started to order [Product] from [Website.net]. Somehow, you were unable to complete the form.

Was the problem on our end or on yours? Is there any way we can help?

There are two ways to complete your order in just two minutes or less:

1. Use this link to visit our ONE-page, EASY ORDER FORM:

[\[LINK\]](#)

2. Call (Toll Free) 800-555-5555. We are standing by to answer your questions.

[\[LINK\]](#)

If you do not love this software we will give you a complete refund, no questions asked.

Please let us know if there is any other way we can help.

Thanks,

[Company]  
Customer Service

P.S. If you do not respond to this email, we will remove your information from our servers. There is no need to unsubscribe.

If you want your name removed from our files, just send a blank email to this link: [\[LINK\]](#)

# Experiment #9: Treatment

## Treatment

Hello:

We are not sure if you received our previous email, but this is our last attempt to contact you.

Several days ago, you started to order [Product] from [Website.net]. Somehow, you were unable to complete the form.

~~Is there any way we can help?~~

We apologize for any difficulty you may have had with our ordering system. Our customer service manager has approved a special price of \$19.95 if you would like to give us one more chance.

There are two ways to complete your order for the discounted rate.

PLEASE NOTE: You can only receive the discounted rate with the email address you used in Step 1 of [Product Purchase Process].

1. Use this link to visit our ONE-page, EASY ORDER FORM:

<https://www.website.net/cgi-bin/startorder.cgi?pid=ND&tid=MEC3&sid=name>

2. Call XXX-736-3881. We are standing by to answer your questions. Please give our customer service specialist your email address to verify the discounted rate.

++ [Product] is backed by our 90-day unconditional Money Back Guarantee.

Please let us know if there is any other way we can help.

Thanks,

[Company]  
Customer Service

P.S. If you do not respond to this email, we will remove your information from our servers. There is no need to unsubscribe.


If you want your name removed from our files, follow the link below: [\[LINK\]](#)

# Experiment #9: Results

 **263%** Relative Increase in Order Rate  
*The treatment path increased conversion by 263.20%*

Design	KPI	% Rel. Change
Control	.19%	-
Treatment	.69%	263.20%



 **What You Need to Understand:** By adding the discount incentive, the treatment increased order rates by 263.20% and total revenue per email by 133%.

# Experiment #10

**25% increase in email open rate for organic meals home delivery service by including relevant information about the reduced minimum order**

# Experiment #10: Background



**Experiment ID:** CS771

**Record Location:** MarketingSherpa Research Library

**Background:** This company offers prepackaged organic meals delivered to your home. They believed that the order minimum was hurting repeat sales. They began a promotion that reduced the minimum order. An email was developed to inform previous customers of this new order option.

**Goal:** To get recipients to open the email

**Research Question:** Which subject line will receive the higher open rate?

**Approach:** A/B single-factorial split test



# Experiment #10: Version A/B

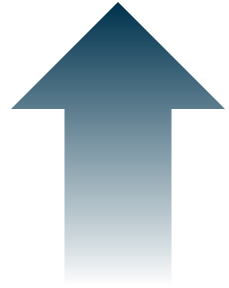
Version A

[Company Name]: A New Way To Order

Version B

[Company Name]: Now only 2-meal minimum order

# Experiment #10: Results



## 25% Relative Increase in Open Rate

*Version B outperformed version A by a relative difference of 25.30%*

Design	KPI	% Rel. Change
Version A	35.20%	-
Version B	44.10%	25.30%



**What You Need to Understand:** By including relevant information about the reduced minimum order, prospects opened the treatment email at a relative rate 25.30% higher than the control.

# Experiment #11

**26% decrease in open rate, but 60% increase in conversion for large online florist by using offer-oriented subject line in Thank You email**

# Experiment #11: Background



**Experiment ID:** TP2033

**Record Location:** MECLABS Research Library

**Background:** Large florist with a strong online presence seeking to increase the effectiveness of a “thank you” email campaign to previous customers

**Goal:** To increase the rate of return business from customers who made recent purchases.

**Research Question:** Which email subject line will result in the greatest volume of return business?

**Approach:** A/B single-factorial split test of the subject line

# Experiment #11: Control

## Control: Subject Line #1

*Thank You For Making Us Your Florist Of Choice*

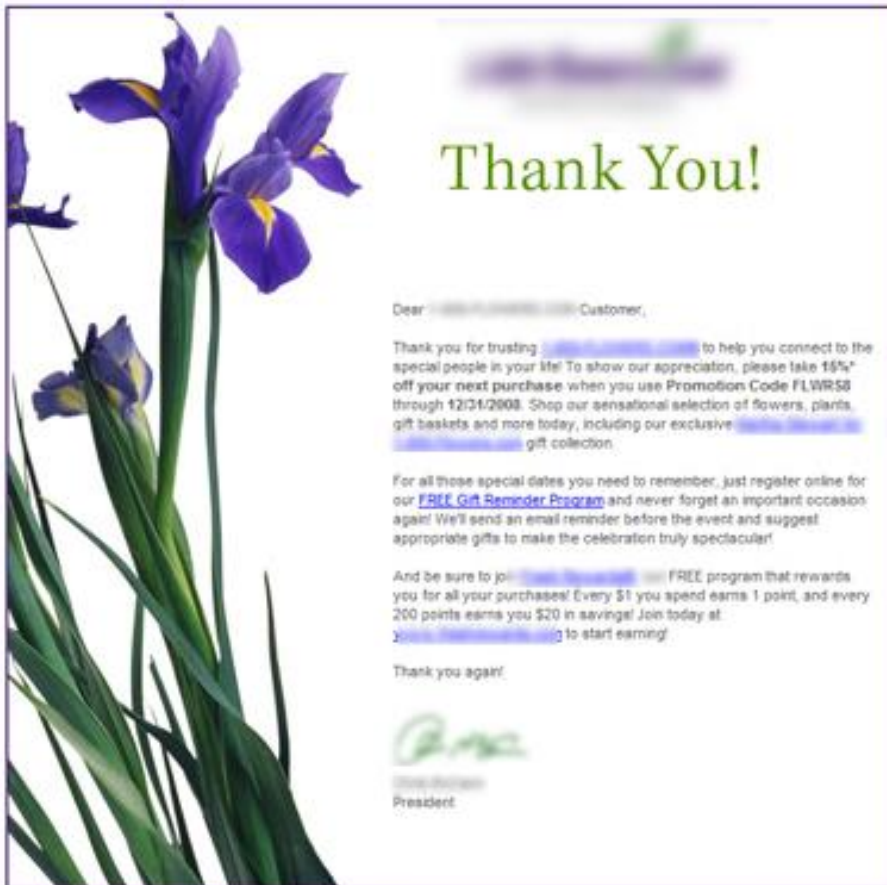


“Thank You For Making Us Your Florist of Choice” stated intention but did not make a clear offer.

# Experiment #11: Treatment

Treatment: Subject Line #2

*15% Off - Our Way Of Saying Thank You*

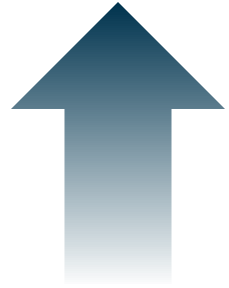


“15% Off - Our Way Of Saying Thank You!” stated the purpose and offer of the email message.

The email graphics and body copy were identical to the control.



# Experiment #11: Results



## 60% Increase in Conversion

*The treatment significantly increased conversion by 60.34% and revenues by 56%*

Design	Unique Clickthrough	% Rel. Change
Control	10.11%	-
Treatment	16.21%	60.34%



**What You Need to Understand:** Looking solely at the open rate, one might conclude that the treatment underperformed. However, **when drilling deeper into the metrics**, it's clear that the treatment outperformed the control. This underscores the **importance of understanding the role of metrics in experimentation**.

# Experiment #11: Side by Side

Control

**Control: Subject Line #1**

*Thank You For Making Us Your  
Florist Of Choice*

Treatment

**Treatment: Subject Line #2**

*15% Off - Our Way Of Saying  
Thank You*

# Experiment #11: Results



## 26% Decrease in Open Rate

*The offer-oriented subject line decreased open rate by 25.7%.*

Subject Line	Open Rate
Control	20.12%
Treatment	14.95%

% Relative Change: -25.7%



# Experiment #11: Results

Thank You For Making Us Your Florist Of Choice Vs. 15% Off - Our Way Of Saying Thank You!			
	Control	Treatment	Relative Differences
Sent	11,222	11,258	
Unique Open Rate	20.12%	14.95%	-25.70%
<b>Unique CTR</b>	<b>10.11%</b>	<b>16.21%</b>	<b>60.34%</b>
CR (% of U Clicks)	13.64%	19.39%	42.16%
Response Rate	0.28%	0.47%	67.86%
Transactions	28	54	92.86%
<b>Amount</b>	<b>\$4,717.00</b>	<b>\$7,367.00</b>	<b>56.18%</b>
AOV	\$168.46	\$136.43	-19.02%
Revenue (per msg sent)	\$0.42	\$0.65	55.68%

A deeper analysis of the metrics revealed that despite a significantly lower open rate, the treatment generated a **60% higher clickthrough rate** and resulted in a **56% boost in revenue**.

# Experiment #12

**58% increase in conversions for automotive repair company by reducing friction**

# Experiment #12: Background



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1429

**Background:** The company is a leading automotive head gasket repair solution.

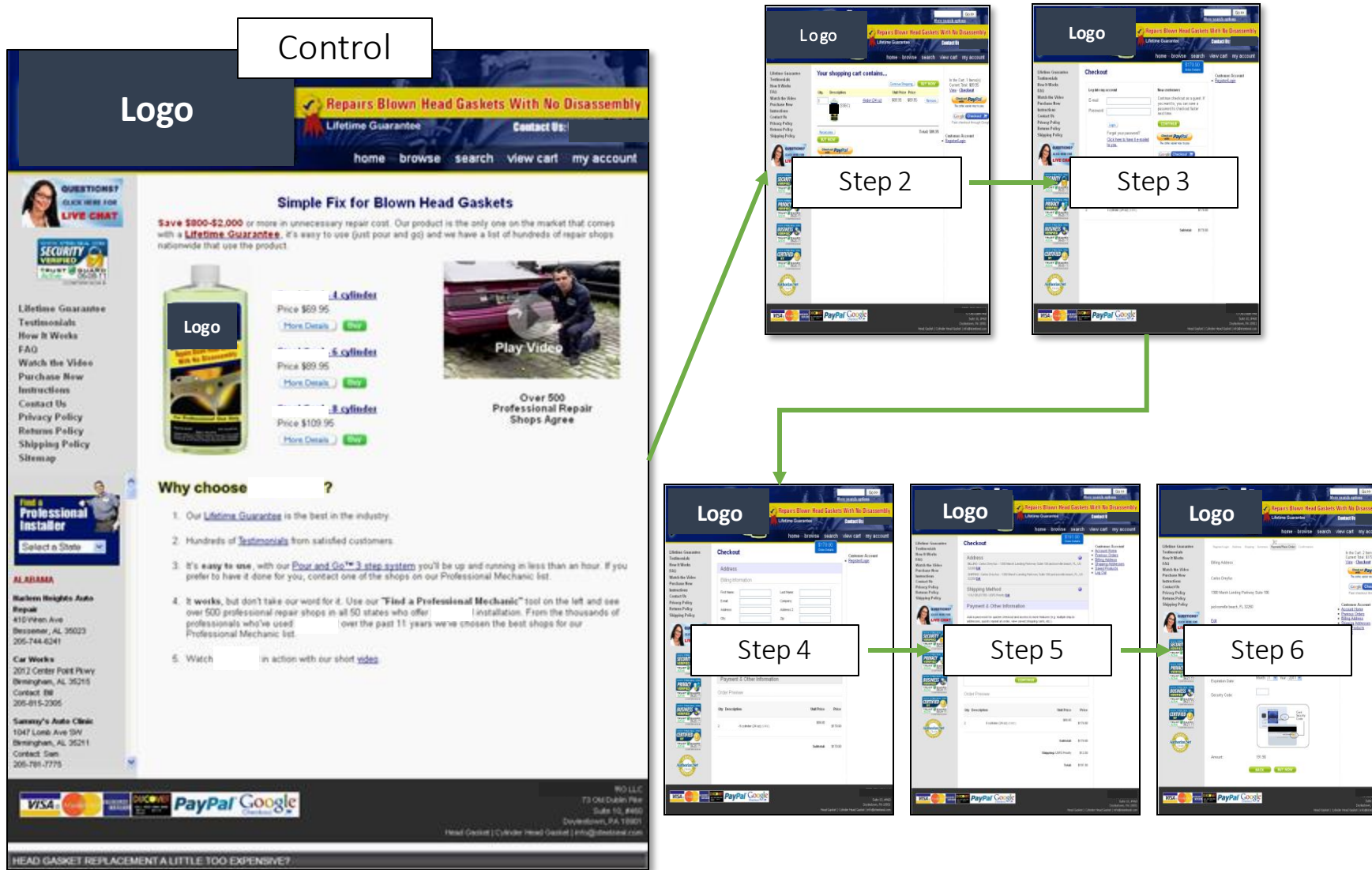
**Goal:** To increase total orders on cart page

**Primary Research Question:** Which landing page/cart will result in a higher conversion rate?

**Approach:** Radical redesign of cart page through a variable cluster A/B split test.



# Experiment #12: Control



# Experiment #12: Treatment

Treatment

Logo

Log In | Register | Contact Us

Home | Lifetime Guarantee | FAQs | Customer Reviews

No Items in Cart

US orders placed by 4pm EST ship same business day

Review [shipping info](#) for terms

Lifetime Guarantee

✓

We guarantee that we will permanently repair a blown head gasket, cracked head or block. If the repair fails to repair or fails at any point during the time you own your vehicle you have two choices:

1

You can receive a one-time free replacement to redress your car

2

You can receive a full refund

100% Safe & Secure

🔒

At we are committed to the utmost level of security and privacy for our customers.

WWW.STEELSEAL.COM

CERTIFIED BY TRUST GUARD Active 06-14-11

Shop Confidently

🏆

Since 1999, we have been the trusted solution for 1,000s of mechanics in all 50 states. We also have an A rating from the BBB.

BBB Rating A

Repairs Blown Head Gaskets in Just One Hour

Easy Head Gasket Repair

is 100% guaranteed to seal your blown head gasket or cracked cylinder. It's a clear, liquid formula that permanently seals cracks in the head gasket.

- Backed with a Lifetime Guarantee
- It has 3 patents from the U.S. Government
- Used by thousands of repair shops nationwide

It will also fix cracked heads and blocks, as well as leaking freeze plugs and heater cores.

Select your bottle size:

24 oz (6 cylinders) - \$89.95

32 oz (8 cylinders) - \$109.95

16 oz (4 cylinders) - \$69.95

100% Money Back Guarantee

Add to Cart

View Larger

Repair in 3 Easy Steps

Detailed instructions will be included with your order. Read carefully before starting the repair.

1

Make sure engine is cold and remove the radiator cap. Pour into the radiator. Tighten the radiator cap back on.

2

Turn heater and fan to maximum and start the engine. Let your car idle for 60 minutes. Turn off vehicle and let it cool completely. Fill the radiator with antifreeze and water, then replace the radiator cap on tightly.

3

Leave the vehicle as usual. Drive your system and drive the vehicle as usual.

Watch the Video

Fixing a Head Gasket

🎥

Play Video

Step 2

Logo

100.796.7888 | Contact Us

Check Out

1) Payment Method

👉 PayPal

👉 Google Checkout

👉 Credit Card

100% Money Back Guarantee

2) Billing Address

Please enter your billing information as shown on your credit card statement

Name on Account

Zip/Postal Code

Address

Country

City

Phone Number

Email Address

State/Province

Other (non-USA/Can)

3) Shipping Address

👉 Ship to My Billing Address

👉 Ship to Different Address

4) Shipping Options

Orders will ship THE NEXT BUSINESS DAY. Promotion excludes items include worldwide and holidays.

UPS Ground

Tracking Only

5) Credit Card

👉

👉

👉

👉

👉

Credit Card Number

Expiration Date

01 January 2012 01 January 2012

Autopay

Order Summary

Item	Quantity
Cylinder	1
Size: 16 oz	
Price: \$69.95	
Quantity	

Items \$0.00

Shipping/Handling \$0.00

Tax \$0.00

Order Total \$0.00

CHECK OUT

Click with us again

# Experiment #12: Side by Side

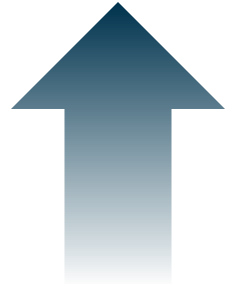
Control

The Control website features a dark blue header with a 'Logo' placeholder and a yellow banner stating 'Repairs Blown Head Gaskets With No Disassembly'. Below the banner is a navigation bar with links: 'home', 'browse', 'search', 'view cart', and 'my account'. The main content area is titled 'Simple Fix for Blown Head Gaskets' and includes a 'Lifetime Guarantee' badge. A central image shows a bottle of the product with a 'Logo' placeholder. To the right of the bottle, there are three pricing options for different cylinder counts, each with a 'More Details' link and a 'Buy' button. A 'Play Video' button is also present. The left sidebar contains a 'QUESTIONS? CLICK HERE FOR LIVE CHAT' button, a 'SECURITY VERIFIED' badge, and a list of links: 'Lifetime Guarantee', 'Testimonials', 'How It Works', 'FAQ', 'Watch the Video', 'Purchase New Instructions', 'Contact Us', 'Privacy Policy', 'Returns Policy', 'Shipping Policy', and 'Sitemap'. At the bottom, there is a 'Find a Professional Installer' section with a 'Select a State' dropdown and a list of local repair shops in Alabama.

Treatment

The Treatment website has a dark grey header with a 'Logo' placeholder and a navigation bar with links: 'Home', 'Lifetime Guarantee', 'FAQs', and 'Customer Reviews'. A 'Shopping Cart' sidebar on the left shows 'No Items in Cart' and provides information about US orders. The main content area is titled 'Repairs Blown Head Gaskets in Just One Hour' and features a 'Lifetime Guarantee' badge. A central image shows a bottle of the product with a 'Logo' placeholder. To the right of the bottle, there is a '100% Money-Back Guarantee' badge and a 'Select your bottle size' section with three options: '24 oz (6 cylinders) - \$89.95', '32 oz (8 cylinders) - \$109.95', and '16 oz (4 cylinders) - \$69.95'. A 'View Larger' button and an 'Add to Cart' button are also present. The left sidebar contains a '100% Safe & Secure' badge, a 'CERTIFIED BY TRUST GUARD' badge, and a 'Shop Confidently' section with a 'BBB Rating A' badge. The right sidebar contains a 'Repair in 3 Easy Steps' section with three numbered steps, a 'Watch the Video' section with a 'Play Video' button, and a 'Fixing a Head Gasket' image. The footer contains a list of links: 'Our Policies', 'Lifetime Guarantee', 'Privacy Policy', 'Returns Policy', 'Shipping Policy', 'Links', 'Testimonials', 'How it Works', 'FAQs', and 'Sitemap'.

# Experiment #12: Results



## 58% Relative Increase in Conversions

*The treatment generated 58.1% more conversions than the control.*

Versions	KPI	% Rel. Change
Control	2.1%	-
Treatment	3.3%	58.1%



**What You Need to Understand:** The reduction of friction throughout the process coupled with the single call-to-action led to a 58.1% relative increase in conversion rate.

# Experiment #13

**14% increase in cart completions for travel agency by optimizing cart page with call-in data**

# Experiment #13: Background



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1368

**Background:** B2C company offering package vacations. In this test we focused on improving the checkout process.

**Goal:** To increase cart completions

**Primary research question:** Which cart page will generate the highest completion rate?

**Approach:** A/B split test (variable cluster)



# Experiment #13: Control

Top of page

This screenshot shows the 'Shopping Basket' page on the Universal Orlando website. The page includes a sidebar with a list of attractions, a main section for the shopping basket, and a checkout section. The shopping basket contains one item: 'Disney 14 days for the price of 7 days' for £672.00. The checkout section includes a form for payment details, a 'Grand Total' of £1028.00, and a 'BOOK TICKETS' button.

**LOGO**

No credit card feesLowest prices, guaranteedReal tickets, not vouchersOrders & Enquiries: 0800 8775 0800

HomeContact UsAbout UsCustomer ServicesShopping Basket (1 Item, £672.00)

AttractionsTrips & ToursDinner & ShowsPlan your holiday

### Choose an Attraction

- Aquatica
- Busch Gardens
- Discovery Cove
- Gatorland
- Halloween Horror Nights®
- Kennedy Space Center
- Makahiki Luau
- Orlando FlexTicket
- Richard Petty Driving
- SeaWorld
- Universal Orlando Resort
- Walt Disney World Resort

## Shopping Basket

CONTINUE SHOPPING ▶

### Your basket contents

Ticket Description	Date	Adults	Children	Total	Remove
Disney 14 days for the price of 7 days	11 Aug 2010	3	0	£672.00	Remove

Sub Total: £672.00

Do you have a voucher code?  **APPLY VOUCHER CODE**

### Select a delivery method

Special Delivery

Your tickets are guaranteed to be delivered within 2 working days – great if you need your tickets as soon as possible. [More Info](#)

£5.00

Standard Delivery

Your tickets will be delivered within 7 working days.

£0.00

### Protect your Tickets:

Cancellation Protection

Protect your tickets against cancellation fees [More Info](#)

£20.00

No Protection

I do not require ticket protection.

£0.00

### Why buy from us?

- No credit card fees!
- Real tickets, not vouchers!
- Low prices, guaranteed!
- Free delivery within 7 working days, guaranteed!

### Why not try...

**Universal Orlando Tickets – Tickets for Universal Studios at low prices**

Universal Orlando® Resort offers 14 consecutive days of fully loaded fun, here you will discover 2 great theme parks

# Experiment #13: Control

The screenshot shows the 'Shopping Basket' section of a website. It includes a sidebar with navigation links like 'Choose an Attraction', 'Search Tickets', and 'My Account'. The main content area displays a table of items in the basket, including 'Disney 1st class for the price of 1 day' and 'Disney 2nd class for the price of 1 day'. Below the table, there are sections for 'Special Delivery' and 'Standard Delivery' options, each with a price. At the bottom, the 'Grand Total: £1028.00' is displayed, along with a 'BOOK TICKETS' button.

Bottom of page

The screenshot shows the 'Enter your payment details' section of a website. It includes a 'Sign me up!' checkbox for promotional material, a 'Check out with PayPal' button, and a section for 'Enter your payment details'. This section contains fields for Title, First Name, Surname, Address, Town/City, County, Post Code, Country, Telephone, and Email Address. Below these fields, there are two delivery options: 'Special Delivery' (guaranteed within 2 working days) and 'Standard Delivery' (within 7 working days). The 'Special Delivery' option is selected, and its price is £5.00. The 'Standard Delivery' option is £0.00. Below the delivery options, there is a 'Payment Type' dropdown set to 'Mastercard Credit Card', and fields for Cardholder's Name, Credit Card No, Issue No, From Date (If Applicable), Expiry Date, and Card Security Code. A 'Book With Confidence' badge is also present. At the bottom, the 'Grand Total: £1028.00' is displayed, along with a 'BOOK TICKETS' button.

# Experiment #13: Treatment

LOGO

No credit card fees

Top of page

Home Contact Us About Us Customer Services Shopping Basket (1 Item, £470.00)

Attractions Trips & Tours Dinner & Shows Plan your holiday

Choose an Attraction

Aquatica  
Busch Gardens  
Discovery Cove  
Gatorland  
Halloween Horror Nights®  
Howl O Scream Busch Gardens  
Kennedy Space Center  
Makahiki Luau  
Orlando FlexTicket  
Richard Petty Driving  
SeaWorld  
Universal Orlando Resort  
Walt Disney World Resort

Discovery Cove®

Why buy from us?

No credit card fees!  
Real tickets, not vouchers!  
Low prices, guaranteed!  
Free delivery within 7 working days, guaranteed!

Shopping Basket

CONTINUE SHOPPING

Your basket contents

Ticket Description	Date	Adults	Children	Total	Remove
Discovery Cove Ultimate Swim Promotion	21 Oct 2010	2	0	£470.00	Remove
\$10 Planet Hollywood Voucher with any booking*				FREE	

\*Make a booking on [Discovery Cove] and automatically receive 1 FREE \$10 Planet Hollywood voucher. Not valid with any other offers or discounts. One voucher per party/booking. Valid at Planet Hollywood Orlando. Expires December 2010.

Sub Total: £470.00

Worried you might have to cancel or move the dates of the trip?

Cancellation Protection	Insurance against cancellation fees if you need to move or cancel your trip. <a href="#">More Info</a>	£20.00
No Protection	I do not require ticket protection.	£0.00

Sign me up! I'd like to receive occasional promotional material. ☒  
I confirm that I have read and agree with the [terms and conditions](#). ☐

Grand Total: £490.00

Choose an Attraction

Shopping Basket

CONTINUE SHOPPING

Your basket contents

Ticket Description	Date	Adults	Children	Total	Remove
Discovery Cove Ultimate Swim Promotion	21 Oct 2010	2	0	£470.00	Remove
\$10 Planet Hollywood Voucher with any booking*				FREE	

\*Make a booking on [Discovery Cove] and automatically receive 1 FREE \$10 Planet Hollywood voucher. Not valid with any other offers or discounts. One voucher per party/booking. Valid at Planet Hollywood Orlando. Expires December 2010.

Sub Total: £470.00

Worried you might have to cancel or move the dates of the trip?

Cancellation Protection	Insurance against cancellation fees if you need to move or cancel your trip. <a href="#">More Info</a>	£20.00
No Protection	I do not require ticket protection.	£0.00

Sign me up! I'd like to receive occasional promotional material. ☒  
I confirm that I have read and agree with the [terms and conditions](#). ☐

Grand Total: £490.00

# Experiment #13: Treatment

Bottom of page

The screenshot shows the Discovery Cove website's shopping basket and booking details. The shopping basket table lists two items: 'Discovery Cove Ultimate Tickets' for £475.00 and a '\$30 Planet Hollywood Voucher' for FREE. The subtotal is £475.00. Below the basket, there are sections for 'Booking Details' (request name, ticketholder, first name, surname), 'Payment Details' (payment type, cardholder's name, credit card number, issue number, from date, expiry date, card security code), and 'Delivery Details' (title, first name, surname, address, town/city, county, post code, country, telephone, email address). The grand total is £490.00. A 'BOOK TICKETS' button is at the bottom.

Item Description	Date	Adults	Childs	Total	Remove
Discovery Cove Ultimate Tickets	01.01.2012	2	0	£475.00	Remove
\$30 Planet Hollywood Voucher with any booking?				FREE	
Sub Total:				£475.00	

**Grand Total: £490.00**

**BOOK TICKETS**

Please tell us about your tickets:

Ticketholder:  First name:  Surname:

Ticketholder:  First name:  Surname:

If you wish to pay using PayPal express or Maestro, click the paypal button. Otherwise, please enter delivery and payment details in the form and click "Book Tickets" below.

**Payment Details** Step 2 of 3

Payment Type:  Mastercard Credit Card

Cardholder's Name:

Credit Card No:

Issue No:

From Date (If Applicable):  --  --

Expiry Date:  --  --

Card Security Code:  - [What is this?](#)

**Delivery Details** Step 3 of 3

Title:  Mr

First Name:

Surname:

Address:

Town/City:

County:

Post Code:

Country:  UK

Telephone:

Email Address:

**Special Delivery** Your tickets are guaranteed to be delivered within 2 working days – great if you need your tickets as soon as possible. ☐ £5.00 [More Info](#)

**Standard Delivery** Your tickets will be delivered within 7 working days. ☐ £0.00

**Grand Total: £490.00**

**BOOK TICKETS**

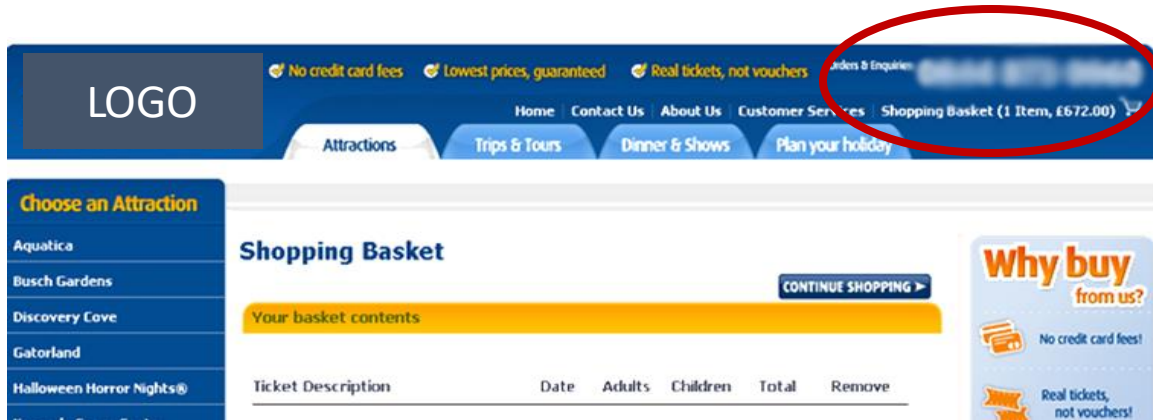


11/11/2019

Control

Treatment
-----------

# Experiment #13: Phone Numbers

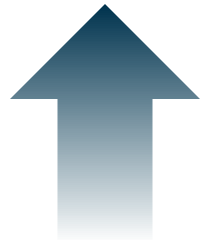


- It is important to note that each of the designs incorporated a phone number that users could call to place an order.



- Conversion tracked through the phone call would make a difference in the results of this test.

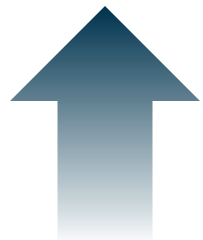
# Experiment #13: Results



## 14% Relative Increase in Conversions

*Without call-in center data, the treatment generated 13.83% more conversions.*

Versions	KPI	% Rel. Change
Control	18.73%	-
Treatment	<b>21.32%</b>	<b>13.83%</b>



## 6% Relative Increase in Conversions

*With call-in center data, the treatment generated 6.25% more conversions.*

Versions	KPI	% Rel. Change
Control	22.63%	-
Treatment	<b>24.04%</b>	<b>6.25%</b>





## Experiment #14

**43% increase in online purchases for direct-to-consumer printing brand by changing path**

# Experiment #14: Background



**Case Study:** Custom Direct/GigglePrint

**Location:** MarketingSherpa Research Library

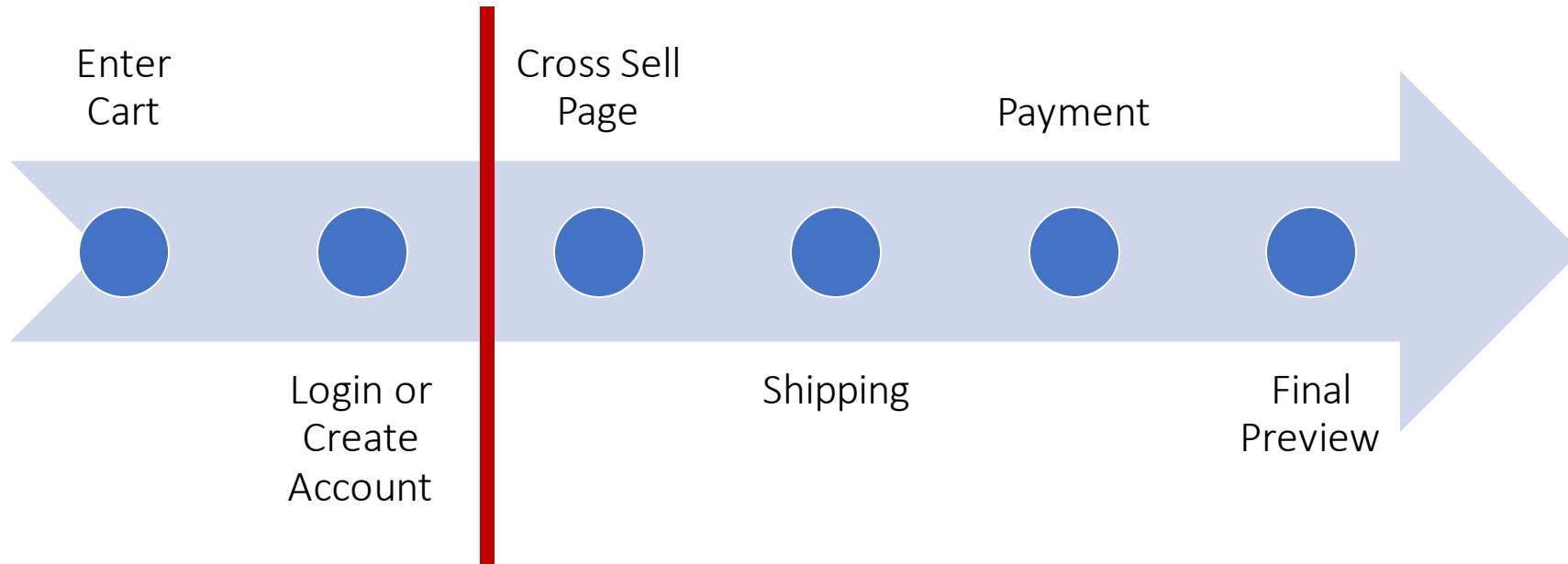
**Case Study Number:** CS31053

**Background:** GigglePrint is the direct-to-consumer printing brand of Custom Direct, offering custom printed products.

**Goal:** To increase online purchases

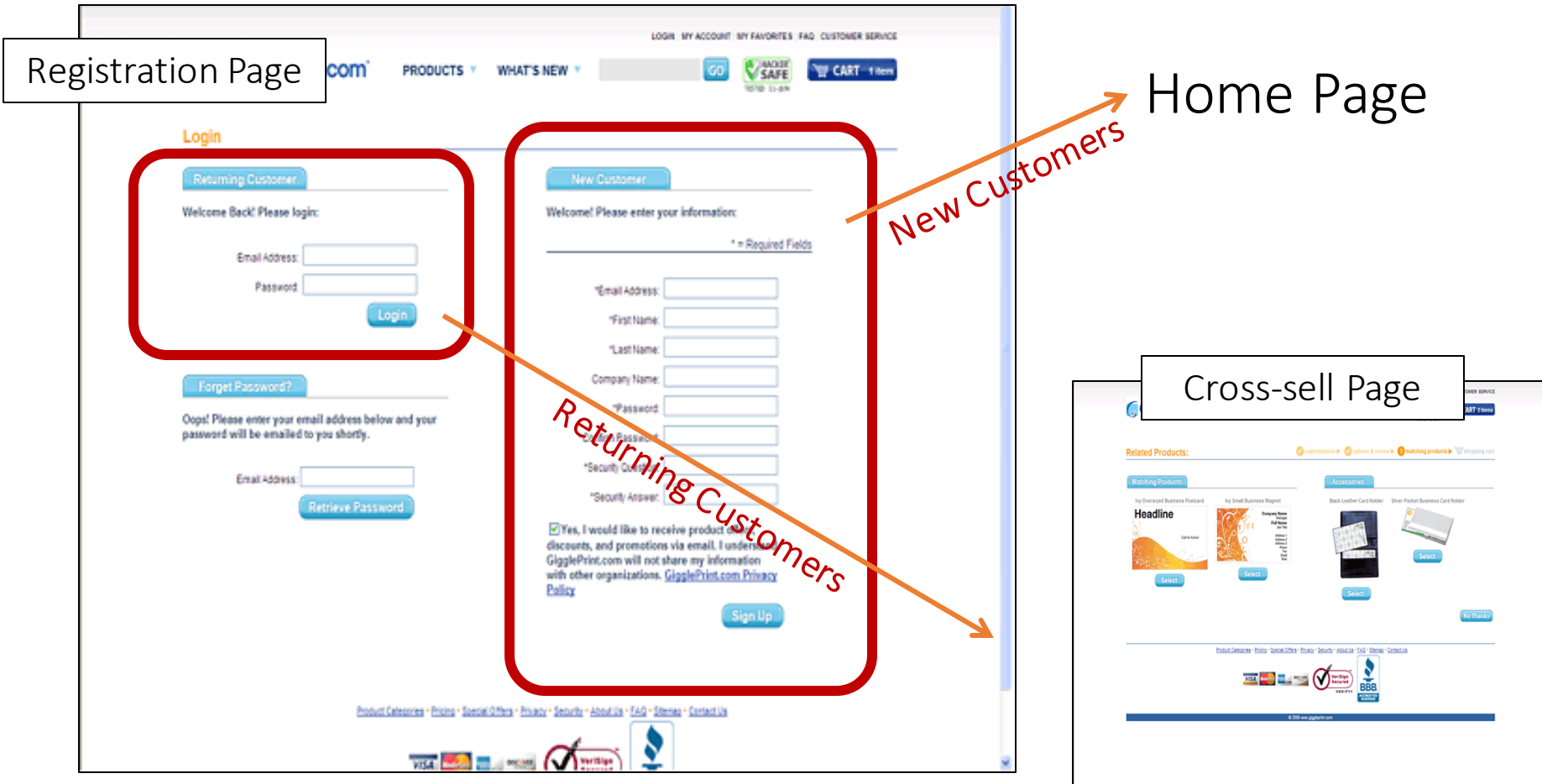
# Experiment #14: Funnel Analysis

## Shopping Cart Funnel



When analyzing the data, they discovered that 51.63% of all the traffic was bouncing from the shopping cart to the homepage. ***Why were all these highly motivated customers bouncing?***

# Experiment #14: Problem



# Experiment #14: Solution

Registration Page

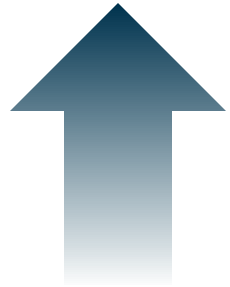
The screenshot shows the registration page of GigglePrint.com. It features a navigation bar with links for LOGIN, MY ACCOUNT, MY FAVORITES, FAQ, and CUSTOMER SERVICE. Below the navigation bar, there are two main sections: 'Login' and 'New Customer'. The 'Login' section is highlighted with a red rounded rectangle and contains fields for Email Address and Password, a 'Login' button, and a 'Forgot Password?' link. The 'New Customer' section is also highlighted with a red rounded rectangle and contains fields for Email Address, First Name, Last Name, Company Name, Password, Confirm Password, and Security Question, along with a 'Sign Up' button. An orange arrow labeled 'New Customers' points from the 'New Customer' section to the 'Cross-sell Page'. Another orange arrow labeled 'Returning Customers' points from the 'Login' section to the 'Cross-sell Page'. At the bottom of the page, there are logos for Visa, MasterCard, American Express, and Discover, as well as a 'VeriSign' logo.

Home Page

Cross-sell Page

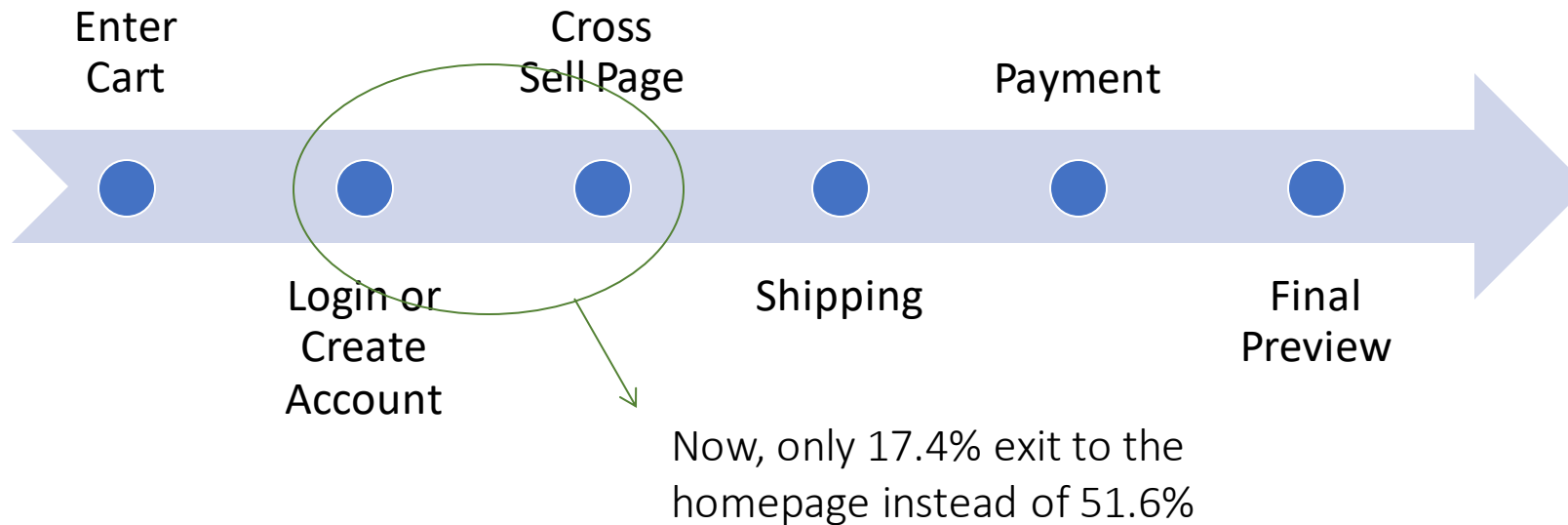


# Experiment #14: Results



## 43% Increase in Total Sales

*The new path also generated 6.5% more browsing from new visitors.*



## Experiment #15

**40% increase in clickthrough rate for medical provider by adding “Symptoms” to both header and description**



# Experiment #15: Background



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP4068

**Background:** Medical provider specializing in treating chronic pain

**Goal:** To plan a content marketing strategy based on which approach generates more appeal in condition-based searchers

**Primary Research Question:** Which content approach will achieve a higher clickthrough rate?

**Approach:** A/B Multifactor Split Test

# Experiment #15: Control

Based on what we learned from the previous content approach test, if we use a symptom content approach while matching the control's specificity to each ad group, we can achieve a higher click-through rate.

## Control Ads

### [Keyword 1 Treatment](#)

Read about our xx-minute treatment for keyword pain relief.

[\[Display URL\]/Keyword\\_1](#)

### [Keyword 2 Treatment](#)

Keyword pain? You Have Options.  
Ask Our Experts About [procedure].

[\[Display URL\]](#)

### [Keyword 3 Treatment](#)

Relieve [keyword] Pain with  
Our Unrivaled xx-Minute Procedure.

[\[Display URL\]/Keyword 3](#)

### [Keyword 4 Treatment](#)

New 53-Minute Procedure, Reclaim  
Your Life From [keyword] Pain.

[\[Display URL\]/Keyword](#)

### [Relief From Keyword Pain](#)

Read about our 30-minute treatment for total freedom from [keyword] pain!

[\[Display URL\]](#)

### [Degenerative Keyword Disease](#)

Relieve Degenerative [keyword] Pain w/  
Our Unrivaled Revolutionary Program

[\[Display URL\]/Degenerative](#)

# Experiment #15: Treatment

If Treatment 1 wins, we will learn that the symptom content approach is most effective only when used in the headline.

## Treatment 1 Ads

### [Keyword 1 Symptoms](#)

Read about our XX-minute treatment  
For keyword pain relief.

[\[Display URL\]/keyword](#)

### [Keyword 2 Symptoms](#)

Keyword 2? You Have Options.  
Ask Our Experts About [Procedure™].

[\[Display URL\]](#)

### [Keyword 3 Symptoms](#)

Relieve [keyword] Pain with  
Our Unrivalled XX-Minute Procedure.

[\[Display URL\]/keyword](#)

### [Keyword 4 Symptoms](#)

New xx-Minute Procedure, Reclaim  
Your Life From [keyword] Pain.

[\[Display URL\]/keyword](#)

### [Keyword 5 Symtpoms](#)

Read about our XX-minute treatment  
for total freedom from [keyword] pain!

[\[Display URL\]](#)

# Experiment #15: Treatment

If Treatment 2 wins, we will learn that the symptom content approach is most effective when used in the description and when the description is specific to the ad group.

## Treatment 2 Ads

### [Keyword 1 treatment](#)

Read about our xx-minute treatment for keyword pain relief.

[\[Display URL\]/keyword](#)

### [Keyword 2 Treatment](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]](#)

### [Keyword 3 Treatment](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]/keyword](#)

### [Keyword 4 Treatment](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]/keyword](#)

### [Relief From Keyword Pain](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]](#)

### [Degenerative Keyword Disease](#)

Read how our keyword experts can help relieve Degenerative keyword Symptoms!

[\[Display URL\]/Degenerative](#)

# Experiment #15: Treatment

If Treatment 3 wins, we will learn that the symptom content approach is most effective when used in BOTH the headline and description, and when the description is specific to the ad group.

## Treatment 3 Ads

### [Keyword 1 Symptoms](#)

Read about our xx-minute treatment for keyword pain relief.

[\[Display URL\]/keyword](#)

### [Keyword 2 Symptoms](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]](#)

### [Keyword 3 Symptoms](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]/ /keyword](#)

### [Keyword 3 Symptoms](#)

Read about keyword Symptoms and see how our experts can help!

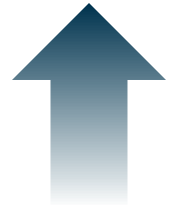
[\[Display URL\]/ /keyword](#)

### [Keyword 4 Symptoms](#)

Read about keyword Symptoms and see how our experts can help!

[\[Display URL\]](#)

# Experiment #15: Results



## 40% Relative Increase in Clickthrough

*Adding “Symptoms” to BOTH headline and description produced a 40% increase*

Version	KPI	Relative Difference
Specialty Pain Resources	.28%	-
Treatment Options	.26%	
Causes and Solutions	.21%	
Symptoms	.39%	40%



**What You Need to Understand:** Applying insight from the previous tests and inserting “Symptoms” into both the headline and description created more successful treatments across all ad groups.



# Experiment #16

**40% increase in revenue per order for health drink seller by clarifying value proposition in the copy**



# Experiment #16: Background



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** *TP1798*

**Background:** A single-product company that sells high quality, all-natural, powdered health drinks

**Goal:** To provide clarity of value in an effort to better match prospect motivation and increase the CR of the prospects reaching the AG homepage

**Primary Research Question:** Which of the following pages will produce the highest conversion rate?

**Approach:** A/B Multi-factorial Split Test

# Experiment #16: Control

**ANTI-OXIDANT RICH**  
WORLD'S #1 SUPERFOOD COCKTAIL  
*with a great sweet taste!*  
Recommend Athletic Greens to others +1

HOME ABOUT 4 REASONS INGREDIENTS TESTIMONIALS FAQ CONTACT US ORDER NOW

**Get Your NUTRITIONAL INSURANCE IN 30 SECONDS OR LESS!**

**ATHLETIC GREENS**

- ➔ Boost Your Energy and Metabolism
- ➔ Improve Digestion and Gastrointestinal Function
- ➔ Detoxify and Alkalize Your Body at a Cellular Level
- ➔ Save Time and Money - Get It All in One Delicious Green Drink

**GET UP TO 12 SERVINGS of fruits and vegetables IN JUST ONE SERVING!**

**WHERE DO WE SEND YOUR ORDER?**

First Name:   
Last Name:   
Address:   
City:   
Country:   
State:   
ZIP:   
Phone:   
Email:

**GUARANTEED SATISFACTION**

**LIMITED OFFER! ACT NOW!**

**HURRY! Order Now While Supplies Last!**

**NO Endorsement or Testimonial Has EVER Been Paid**

**TIM FERRISS**  
Author of The 4-Hour BODY  
"My favorite greens supplement. This is my all-in-one greens insurance policy."

**ISABEL DE LOS RIOS**  
Author of Beyond Blue  
"I know I'm getting the highest quality vitamins, minerals and nutrition in just 1 delicious tablespoon each day."

**BRENT GLESSON**  
Former Navy SEAL  
"I would recommend this product to anyone wanting to increase performance and overall health!"

**BI...**  
"I have tried a lot of products in the past 10 years and have found this to be effective, tasty and easy to digest."

**Get Your NUTRITIONAL INSURANCE IN 30 SECONDS OR LESS!**

**ATHLETIC GREENS**

- ➔ Boost Your Energy and Metabolism
- ➔ Improve Digestion and Gastrointestinal Function
- ➔ Detoxify and Alkalize Your Body at a Cellular Level
- ➔ Save Time and Money - Get It All in One Delicious Green Drink

**GET UP TO 12 SERVINGS of fruits and vegetables IN JUST ONE SERVING!**

**GUARANTEED SATISFACTION**

**LIMITED OFFER! ACT NOW!**

**HURRY! Order Now While Supplies Last!**

# Experiment #16: Treatment



**ANTI-OXIDANT RICH**  
**WORLD'S #1 SUPERFOOD COCKTAIL**  
*with a great sweet taste!*

HOME ABOUT 9 REASONS INGREDIENTS TESTIMONIALS FAQ CONTACT US

## Maximize Nutrient Absorption with Athletic Greens Superfood Cocktail

Get up to 12 servings of fruits and vegetables in just one serving

- Made from 75 whole food sourced ingredients in their natural form
- Contains probiotics and enzymes for optimal nutrient absorption and digestion
- Carefully formulated by doctors and nutritionists to deliver essential nutrients
- 10+ years of research to develop an easy to mix powder with naturally sweet taste

WHERE DO WE SEND YOUR ORDER?

First Name:   
Last Name:   
Address:   
City:   
Country:   
State:   
ZIP:   
Phone:   
Email:

**GET MY GREENS**

**100% SATISFACTION GUARANTEED**

**NO Endorsement or Testimonial Has EVER Been Paid**



**TIM FERRISS**  
Author of *The 4-Hour BODY*

"My favorite greens supplement. This is my all-in-one greens insurance policy."



**ISABEL DE LOS RIOS**  
Author of *BEYOND BLUE*

"I know I'm getting the highest quality vitamins, minerals and nutrition in just 1 delicious tablespoon each day."



**BRENT GLEASON**  
Former Navy SEAL

"I would recommend this product to anyone wanting to increase performance and overall health!"



**BIA KRAUSE**  
Med & M

"I have tried a lot of products in the past 10 years and have found this to be effective, tasty and easy to digest."

## Maximize Nutrient Absorption with Superfood Cocktail

Get up to 12 servings of fruits and vegetables in just one serving

- Made from 75 whole food sourced ingredients in their natural form
- Contains probiotics and enzymes for optimal nutrient absorption and digestion
- Carefully formulated by doctors and nutritionists to deliver essential nutrients
- 10+ years of research to develop an easy to mix powder with naturally sweet taste



**100% SATISFACTION GUARANTEED**



# Experiment #16: Side by Side

Control



Get Your **NUTRITIONAL INSURANCE** IN 30 SECONDS OR LESS!

Boost Your Energy and Metabolism  
Improve Digestion and Gastrointestinal Function  
Detoxify and Alkalize Your Body at a Cellular Level  
Save Time and Money - Get It All in One Delicious Green Drink

GET UP TO **12 SERVINGS** of fruits and vegetables IN JUST ONE SERVING!

**SATISFACTION GUARANTEED**

**LIMITED OFFER! ACT NOW!**

**HURRY! Order Now While Supplies Last!**

Treatment

## Maximize **Nutrient Absorption** with [redacted] **Superfood Cocktail**

Get up to 12 servings of fruits and vegetables in just one serving

- Made from 75 whole food sourced ingredients in their natural form
- Contains probiotics and enzymes for optimal nutrient absorption and digestion
- Carefully formulated by doctors and nutritionists to deliver essential nutrients
- 10+ years of research to develop an easy to mix powder with naturally sweet taste



# Experiment #16: Results



## 40% Increase in Revenues Per Order

*The treatment generated an overall 34% increase in the conversion rate.*

Design	KPI	% Rel. Change
Control	3.3%	-
Treatment	4.4%	33.77%



**What You Need to Understand:** By better expressing the value proposition through the copy and limiting imagery distractions, the treatment homepage not only increased conversion by 33.77%, but also increased overall revenue per order by 39.95% at a 97% level of statistical confidence.

## Experiment #17

**56% increase in revenue per order for precious metals exchange business by adding security seals and testimonials, and removing unnecessary form fields**

# Experiment #17: Background



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1267

**Background:** A place where investors can purchase gold, silver, platinum and palladium for their portfolios.

**Goal:** Goal of the experiment was to increase registration rate and revenue per visitor

**Primary Research Question:** Which of the following pages will produce the highest registration rate?

**Approach:** A/B Split



# Experiment #17: Control

- There are over 15 form fields and many are unnecessary.
- The navigation on the registration page is potentially distracting users from completing the desired task.
- Overall, there is a lack of third party credibility indicators to alleviate anxiety.

The screenshot shows the APMEX website's registration page. The layout is cluttered with a large number of form fields and a complex navigation structure. The left sidebar lists various coin and currency categories, including Bullion, Coins, Currency, and Other. The main content area is titled 'Open Your Free Account' and contains a form with the following sections:

- Login Information:** Fields for E-Mail, Confirm E-Mail, Password, and Confirm Password.
- Contact Information:** Fields for First Name, Last Name, Company, Primary Phone, and Secondary Phone.
- Address Information:** Fields for Description, Address 1, Address 2, City, State, and Zip.
- User Agreement:** A section with a scrollable text area containing the terms of service, followed by checkboxes for 'I have read and agree to the User Agreement' and 'I do NOT want to receive the APMEX.com E-Mail newsletter'.

The top navigation bar includes a shopping cart with 1 item and a sub-total of \$50.49, a search bar, and a login section with fields for E-Mail and Password. The left sidebar lists various coin and currency categories, including Bullion, Coins, Currency, and Other.

# Experiment #17: Treatment

- Reduces the number of form fields to those absolutely necessary
- Navigation bar has been removed
- Security seals and testimonials added
- Button copy enforces security

The screenshot shows a web page for creating a free account. At the top, there is a header with a 'LOGO' placeholder, a shopping cart summary ('Shopping Cart: 1 Items Sub-Total: \$994.95'), and a search bar. The main heading is 'Create Your Free Account'. Below this, there are two bullet points: '100% secure ordering, 24 hours a day, 7 days a week' and 'Track your order from submission to delivery'. The form fields are: E-Mail, Password, Confirm Password, First Name, Last Name, Phone, Address Type (a dropdown menu), Address 1, Address 2, and City, State, Zip (with dropdowns for state and zip). A link 'Click Here' to review the User Agreement and Privacy Policy is provided. A large blue button says 'Create My Secure Account'. Below the button, a disclaimer states '\*\*\* By registering you agree to the [redacted] User Agreement \*\*\*'. At the bottom left, there are three security seals: 'VeriSign Secure Site', a 'GUARANTEE' seal, and 'McAfee SECURE'. On the right side, there is a section titled 'Why Customers Choose' with four testimonials from David C. (Pennsylvania), Doug C. (California), Comet B. (Washington), and Victor T. (New Mexico). Annotations with green arrows point from the list on the left to specific elements: the first arrow points to the E-Mail field, the second to the 'Create My Secure Account' button, the third to the security seals, and the fourth to the testimonials section.

LOGO

E-Mail: Password: Login

Forgot Password Remember Me

Open your free Account

Shopping Cart: 1 Items Sub-Total: \$994.95

Search: GO

### Create Your Free Account

- 100% secure ordering, 24 hours a day, 7 days a week
- Track your order from submission to delivery

E-Mail:

Password:

Confirm Password:

First Name:

Last Name:

Phone:

Address Type:

Address 1:

Address 2:

City, State, Zip:  --

[Click Here](#) to review our User Agreement and Privacy Policy

**Create My Secure Account**

\*\*\* By registering you agree to the [redacted] User Agreement \*\*\*

**VeriSign Secure Site** **GUARANTEE** **McAfee SECURE**

#### Why Customers Choose

"Thank You so much! I was so hesitant about buying metal but your site and company were flawless. Thank You!"

- David C., Pennsylvania

"I have nothing but satisfaction to report back to [redacted] Availability and ex[redacted] dates have met and exceeded the posted dates and the packaging is great. Keep up the good work, I will have no problem recommending you to others..."

- Doug C., California

"I just wanted to say thank you for your excellent customer service. I just found you this summer and have experienced nothing but exceptional service dealing with your company... You go above and beyond my expectations. You have more than earned my loyalty this past year."

- Comet B., Washington

"My orders have come on time everytime. You guys have it together... You have my business and trust, Thanks Again"

- Victor T., New Mexico

# Experiment #17: Side by Side

Control

E-Mail:

Password:

Login

Forgot Password

☐ Remember Me

Open your free Account

American Precious Metals Exchange

VISA MasterCard American Express Discover

Shopping Cart: 1 Items Sub-Total: \$50.49

Search:

Bullion

- Gold
- Silver
- Platinum
- Palladium
- Wholesale Lots
- Clearance
- Gift Ideas

Coins

- ELITE \$2,500+
- PERFECT 70 Coins
- Pre-1933 US Gold
- Dollars
- Half Dollars
- Quarters
- Dimes
- Half Dimes
- Nickels
- 2, 3 and 20 Cents
- Small Cents
- 1/2 & Large Cents
- Proof & Mint Sets
- Commemoratives
- Civil War Tokens
- Tokens & Medals
- Foreign Coins & Currency
- Ancient Coins
- Coin Supplies

Currency

- Large Size Currency
- \$500 & \$1,000's
- Small Size Currency
- National Bank Notes
- Confederate Notes
- Obsolete Currency
- Colonial Coins & Currency

Other

- Stocks & Bonds
- Error Coins & Currency
- All Other stuff

Menu

- Home
- About Us
- FAQ
- Gold in Your IRA
- Customer Service
- Customer Feedback
- Trading Hours

Open Your Free Account

Login Information

E-Mail:

Confirm E-Mail:

Password:

Confirm Password:

Contact Information

First Name:

Last Name:

Company:

Primary Phone:

Example: (405)555-1234

Secondary Phone:

Example: (405)555-1234

Address Information

Description:   
(ex: Home, Work, Biling, etc.)

Address 1:

Address 2:

City:

State:

Select One

Zip:

Cancel

With Your Free Online Account, you can:

- Place orders online 24 hours a day 7 days a week in a **HACKER SAFE** website environment.
- Receive special offers on precious metals and numismatic items.
- Receive notifications of orders placed, payments received, an orders shipped.
- Review your detailed purchase history as well as current order status.
- Manage and update your APMM profile

\*\*\*\*\*After you create your Free Online Account to insure the delivery of all e-mail notifications please add NEWS@APMEX.com to your list of allowed e-mails.

How did you hear about us?  
Select One

Promo Code:   
(optional)

If you have received a promo code, you should enter it here.

What Precious Metals or Items Most Interest You?

☐ Gold ☐ Silver  
☐ Platinum ☐ Palladium  
☐ Collector Coins ☐ Currency

User Agreement

By using the website and other services provided by American Precious Metals Exchange (APMEX), you are making purchases from APMEX, making sales to APMEX and placing orders with APMEX, you are agreeing to the following terms, including without limitation, the terms available by hyperlink (the "User Agreement"). These terms apply to all orders, all purchases and all sales, whether made through the website, by telephone or otherwise.

Before you may place orders to purchase and/or to sell with APMEX you must read and

☐ I have read and agree to the User Agreement. \*

☐ I do NOT want to receive the APMEX.com E-Mail newsletter.

Register

Cancel

# Treatment

E-Mail:  Password:

[Forgot Password](#) ☐ Remember Me

[Open your free Account](#)

[Search](#)

American Precious Metals Exchange

VISA MASTERCARD

Shopping Cart: 1 Item(s) Sub-Total: \$994.55

## Create Your Free Account

- 100% secure ordering, 24 hours a day, 7 days a week.
- Track your order from submission to delivery

E-Mail:

Password:

Confirm Password:

First Name:

Last Name:

Phone:

Address Type:

Address 1:




Address 2:

City, State, Zip:  --

[Click Here](#) to review our User Agreement and Privacy Policy

**Create My Secure Account**

\*\*\* By registering you agree to the  agreement \*\*\*

### Why Customers Choose APMEX:

"Thank You so much! I was so hesitant about buying metal but your site and company were flawless. Thank You!"

- David C., Pennsylvania

"I have nothing but [redacted]ion to report back [redacted]. Availability and expected ship dates have met and exceeded the posted dates, and the packaging is great. Keep up the good work, I will have no problem recommending you to others..."

- Doug C., California

"I just wanted to say thank you for your excellent customer service. I just found you this summer and have experienced nothing but exceptional service dealing with your company... You go above and beyond my expectations. You have more than earned my loyalty this past year."

- Comet B., Washington

"My orders have come on time everytime. You guys have it together... You have my business and trust, Thanks Again"

- Victor T., New Mexico

# Experiment #17: Results



## 56% Increase in Revenue per Order

*The treatment generated 56.16% higher revenue per order than the Control.*

Design	Revenue/Order	% Rel. Change
Control	\$10,716.55*	-
Treatment	\$16,734.96	56.16%

*\*Numbers have been anonymized for the protection of research partner*



**What You Need to Understand:** Adding security seals and testimonials reduced anxiety and removing unnecessary form fields reduced friction to increase the money each customer was willing to spend.

## Experiment #18

**18% increase in rate of conversion for ecommerce text book site by sequencing the cart and justifying each action the customer is required to take**

# Experiment #18: Background



**Experiment ID:** TP1434

**Record Location:** MECLABS Research Library

**Background:** An ecommerce site selling text books to professors in academic institutions

**Goal:** To increase text book purchases

**Primary Research Question:** Which treatment will generate the highest conversion rate for new and existing users?

**Approach:** A/B/C Split Test

# Experiment #18: Control

## Control Cart – Step #1

**Check Out**

> e-mail address > shipping info > order review > confirmation

Instructors: Download PDFs, order print supplements, and access all your student and instructor resources with an Instructor Account. You do need an instructor account to access your instructor resources; this can take up to 48 hours to verify. Log in to your account or sign up now to get your Bedford/St. Martin's, W.H. Freeman & Worth Publishers!

**1. Enter your email address:**

Valid email address required:

**2. Do you have an account?**

☒ Yes, my password is

☐ I'm not sure. Can you check for me?

☐ No, I don't have an account. Sign me up.

☐ Check out as a guest.

\*Have you requested examination copies from us on the Web? Do you have instructor access to one of our Companion Web sites? ... You may already be signed up with us. Try your password or have us check for you.

To order a Bedford/St. Martin's, W.H. Freeman, or Worth Publishers product or to get service outside of North America, e-mail us at [international@bftwpub.com](mailto:international@bftwpub.com).



# Experiment #18: Control

Control Cart – Step #2

**Check Out**

> e-mail address > shipping info > order review > confirmation

**1. Enter your name:**

First:

Last:

**2. If we need to contact you, please specify the best way:**

Confirm your email:

Phone number:  (optional)

Select your institution type

☒ College/University ☐ High School

Search by

☐ ZIP code ☒ City, State, Country

Country

State / Province

City

Find my school »

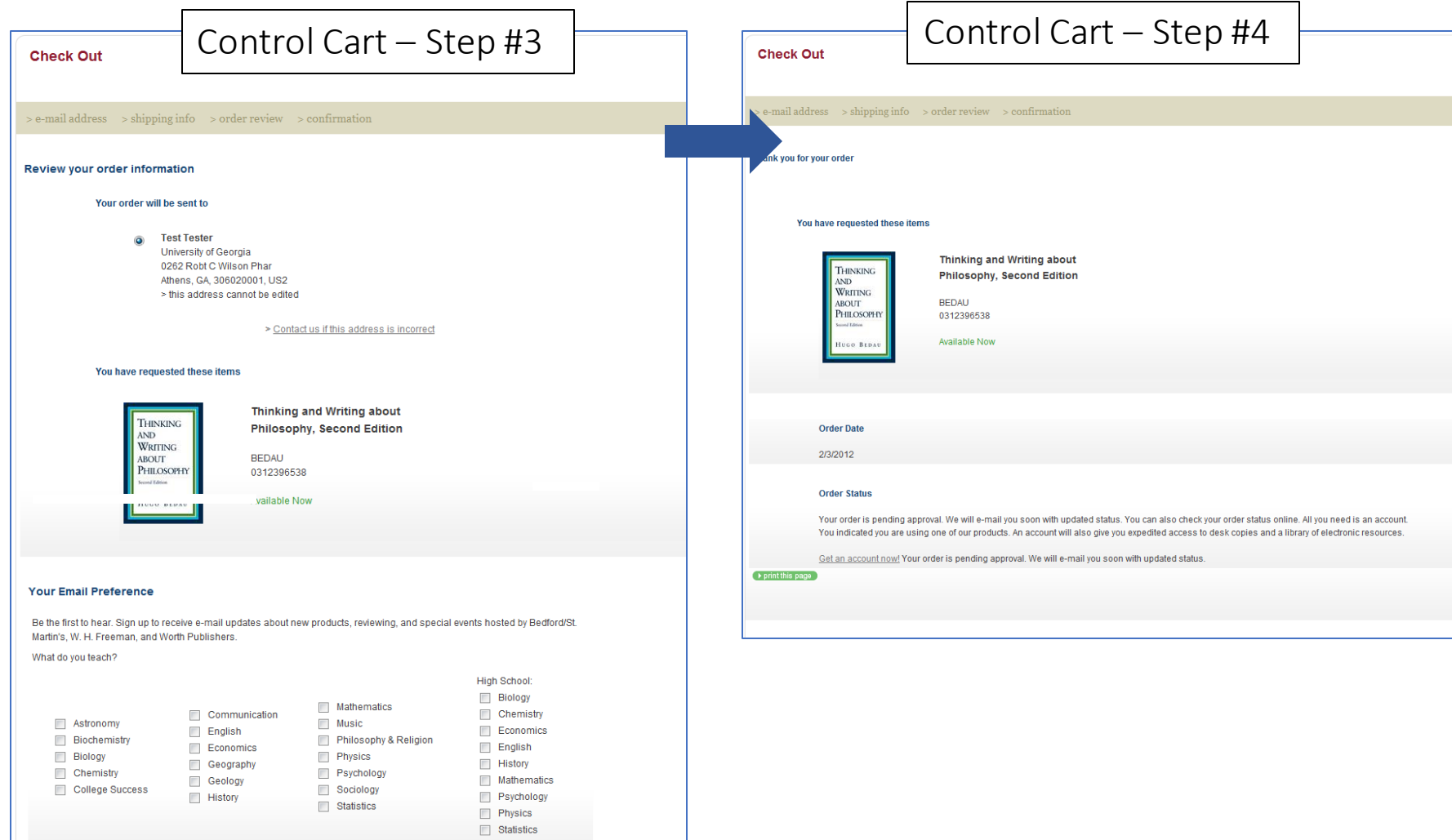
Choose your institution from the list

[Refresh list](#)

[Can't find your institution?](#)

Choose your department

# Experiment #18: Control



# Experiment #18: Treatment

## Treatment – Step #1

**Instructor Bookbag Registration**

1. About You 2. Your School 3. Your Course 4. Review Your Order 5. Order Confirmation

New users, please take a moment to complete registration so that we can verify your instructor status and create your instructor account. Once you have completed registration, you will be able to quickly request exam copies and other course materials. You will need to log into your instructor account to access your instructor resources when requesting additional samples.

**Instructor Bookbag**

You have 1 title in your Book Bag.

ABELSON, Ethics for Modern Life, Sixth Edition X

[Existing user? Log in](#) [Add More Titles >](#)

[< Previous Step](#)

**Registration Information:**

First Name

Last Name

Email Address

Password

Confirm Your Password

Password Hint

Phone Number (optional)

[REGISTER](#)

**Not Sure If You Have An Account Already?**

If you have ordered exam copies in the past or have instructor access to a website associated with  You may already have an account. [Click here](#) and we'll check for you.

**Our Privacy Commitment**

respects your concerns about privacy and values the relationship we have with you.

Take a moment to read our privacy policy, which describes the type of personal information we collect on our Web sites, how we may use that information, and with whom we may share it.

[View our Privacy Policy](#)

[Privacy Notice](#) | [Terms Of Use](#)

Notice the copy:

- “... complete registration so that we can verify your instructor status ...”
- “Once you have completed registration, you will be able to quickly request exam copies ...”

# Experiment #18: Treatment

Treatment – Step #2

## Instructor Bookbag Registration

1. About You | 2. Your School | 3. Your Course | 4. Review Your Order | 5. Order Confirmation

Locate the school where you teach by entering your zip code or by selecting the state and city where your school is located. Once you've selected your school, find your department and complete the shipping address. Once you have been verified as an instructor, we will automatically ship your exam copy to this address and send you an e-mail confirming the creation of your instructor account.

### Find My School:

Select Institution Type:

Search By:

Zip Code:

Or

Country:

State:

City:

### Select My School:

School:

[Can't find your institution?](#)

Department:

[Can't find your department?](#)

Shipping Address:

Position:

[< Previous Step](#)

[Privacy Notice](#) | [Terms Of Use](#)

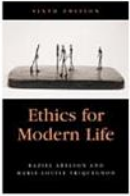
Notice the copy:

- “Locate the school where you teach...find your department...”
- “Once verified, we will automatically ship your exam copy to this address...”

# Experiment #18: Treatment

## Treatment – Step #3

Thank you for requesting your exam copy. Please select the course, term, and year for which you are considering adopting this text. Also, please select the text you are currently using. This information helps inform our publishing program.

Requested Sample(s)	Course Information	Remove Item
 <p><b>Title:</b>ABELSON, Ethics for Modern Life, Sixth Edition <b>ISBN:</b>0312157614 <b>Availability:</b>Available Now</p>	<p><b>Course:</b> <input type="text" value="Philosophy"/></p> <p><b>Term:</b> <input type="text" value="Fall"/></p> <p><b>Year:</b> <input type="text" value="2012"/></p> <p><b>Class Size:</b> <input type="text" value="Enter Expected Class Size"/></p> <p><b>Book in Use:</b> <input type="text" value="Choose the book you are using"/></p>	<p>REMOVE ITEM</p>

[< Previous Step](#)

[Confirm Your Order](#)


[Privacy Notice](#) | [Terms Of Use](#)

Notice the copy:

- “This information helps our publishing program.”
- “Confirm Your Order”

# Experiment #18: Treatment

Treatment – Step #4



## Instructor Bookbag Registration

1. About You

2. Your School

3. Your Course


4. Review Your Order

5. Order Confirmation

Please take a moment to review your order and make sure that all of the information that has been entered is correct. If any of the information is incorrect, click the "edit" button to make changes to your information before you complete your order.

### Review Your Order Information:

**Requested Samples:**

1.Ethics for Modern Life, Sixth Edition

**Sample(s) Will Be Sent To:**

Test testuno  
Jacksonville State University  
Academic Center for Excel  
700 Pelham Rd N  
Jacksonville, AL, 362651623, US2  
> this address cannot be edited

[Add a new address](#)

Send My Samples

[Privacy Notice](#) | [Terms Of Use](#)

Notice the copy:

- “... to make sure all of the information that has been entered is correct ...”
- “Send My Samples ...”

125

# Experiment #18: Results



## 19% Relative Increase in Conversion

*The treatment cart flow increased generated an 18.6% increase in conversion.*

Design	KPI	% Rel. Change
Control	33.74%	-
Treatment	40.02%	18.6%



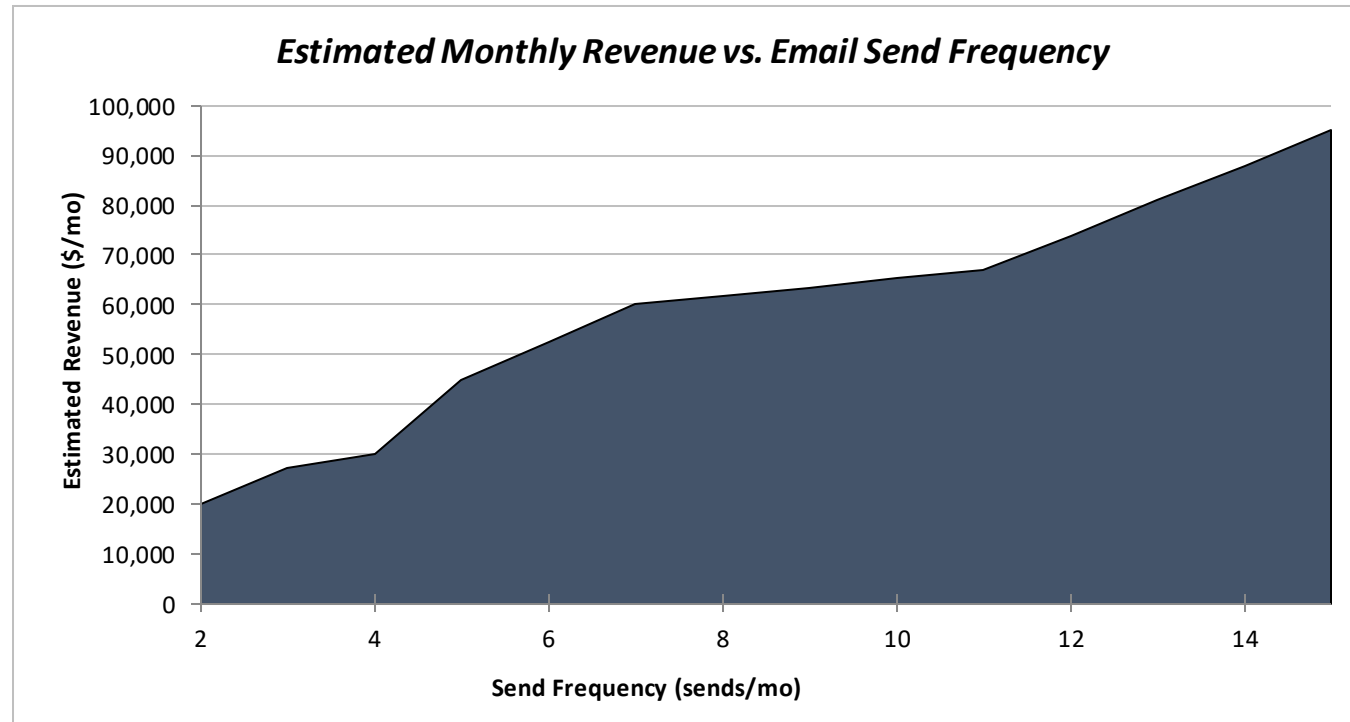
**What You Need to Understand:** By sequencing the cart and justifying each action the customer is required to take, the treatment cart process increased the rate of conversion by 18.6%.



# Experiment #19

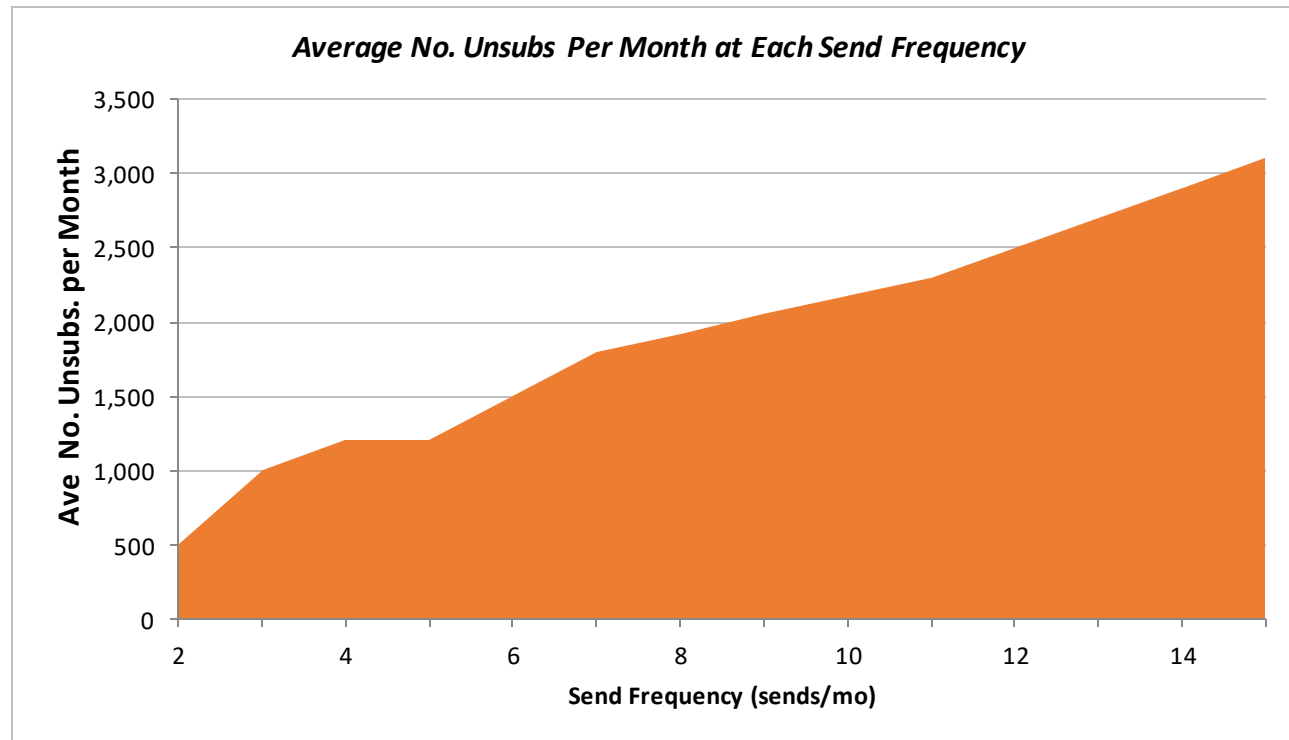
**3x the projected revenue by increasing email frequency**

# Experiment #19: Background



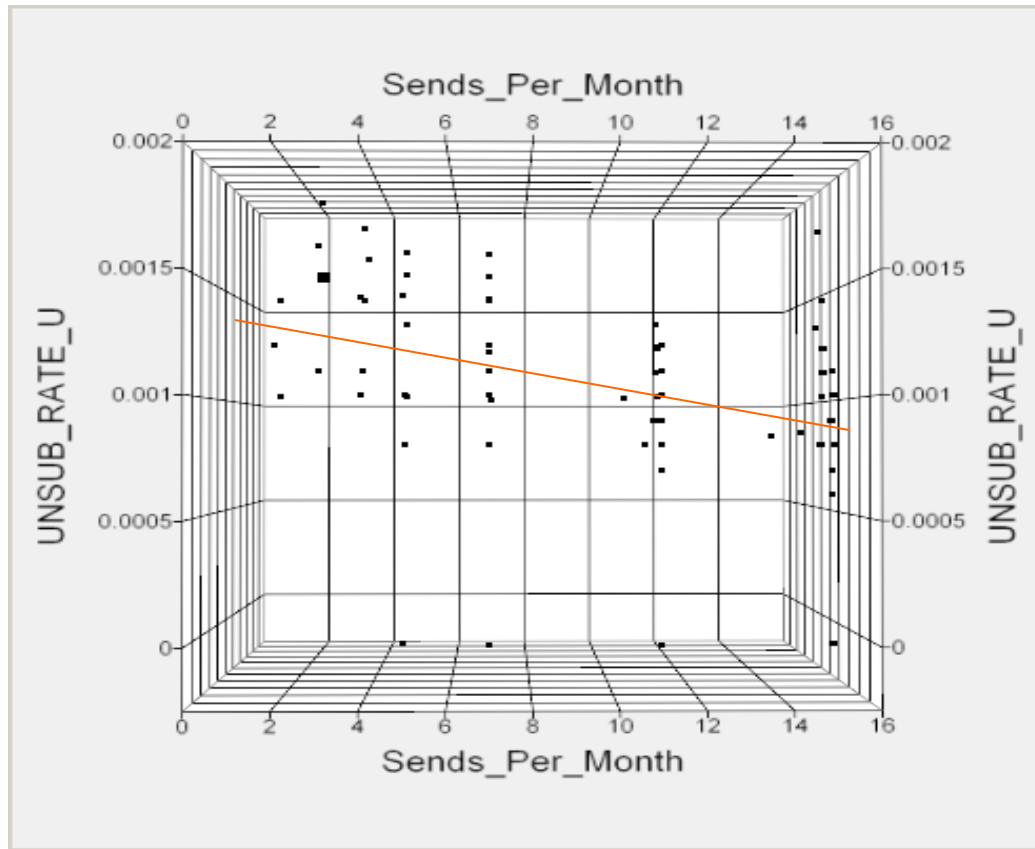
Projected monthly revenue rose consistently with increasing send frequency and the amount of sends did not have a significant impact on the overall rate of transaction.

# Experiment #19: Background



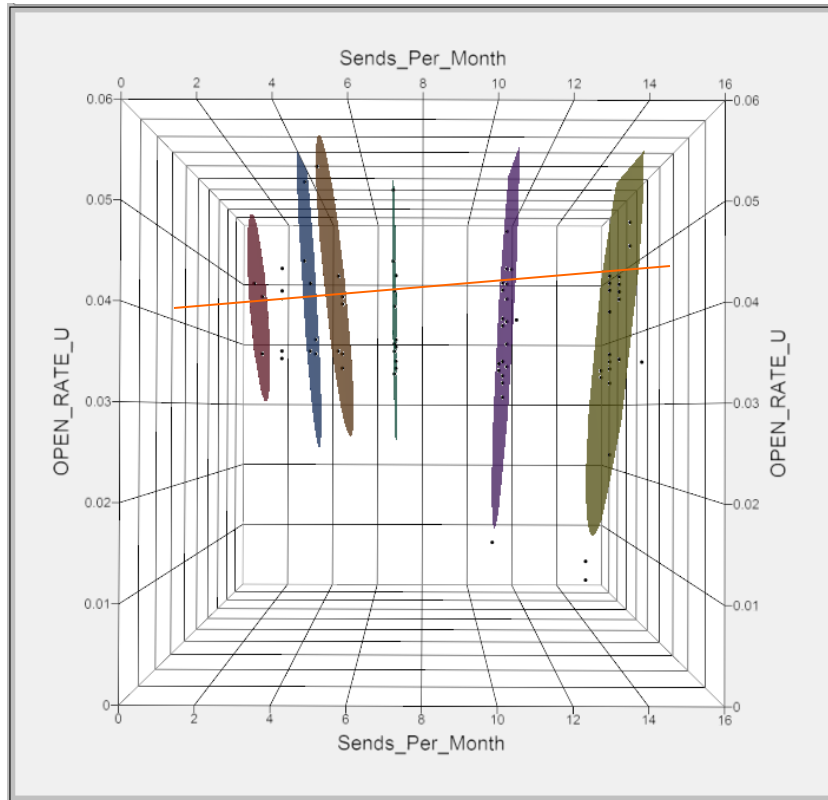
Though projected unsubscribes rise with more sends ...

# Experiment #19: Background



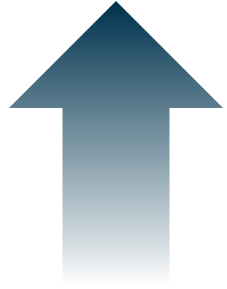
- ...the unsubscribe rate on a per-message basis does not rise significantly.
- This does not suggest a greater level of irritation, but rather simply more unsubscribe opportunities offered at higher frequencies.

# Experiment #19: Background



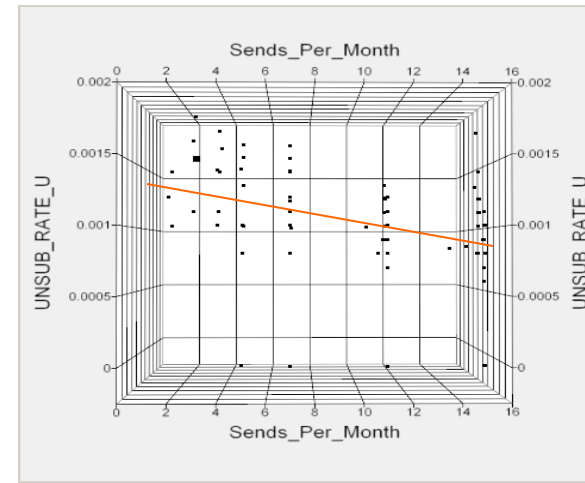
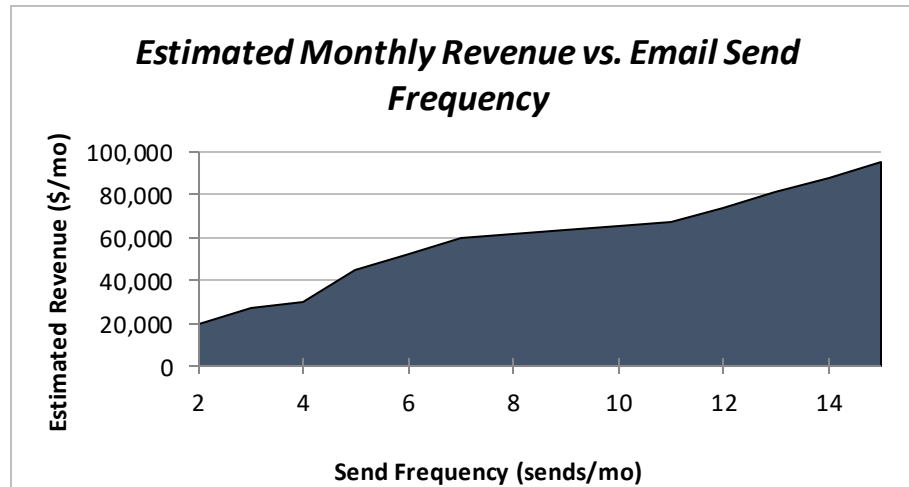
- Open rate also does not appear to be significantly influenced by send frequency within the range of frequencies tested.
- There is no significant correlation evident between send frequency and open rate.

# Experiment #19: Results



## 3X Increase in Projected Monthly Revenue

*Increasing email frequency yields three times the projected revenue*



**What You Need to Understand:** This company is losing three times its revenue by sending email only once a week instead of every other day. More frequent email sends won't increase unsubscribes or decrease open rates.

## Experiment #20

**20% relative increase in order rate for company offering training tools for professional-grade strength & conditioning**



# Experiment #20: Background



**Experiment ID:** TP1665

**Record Location:** MECLABS Research Library

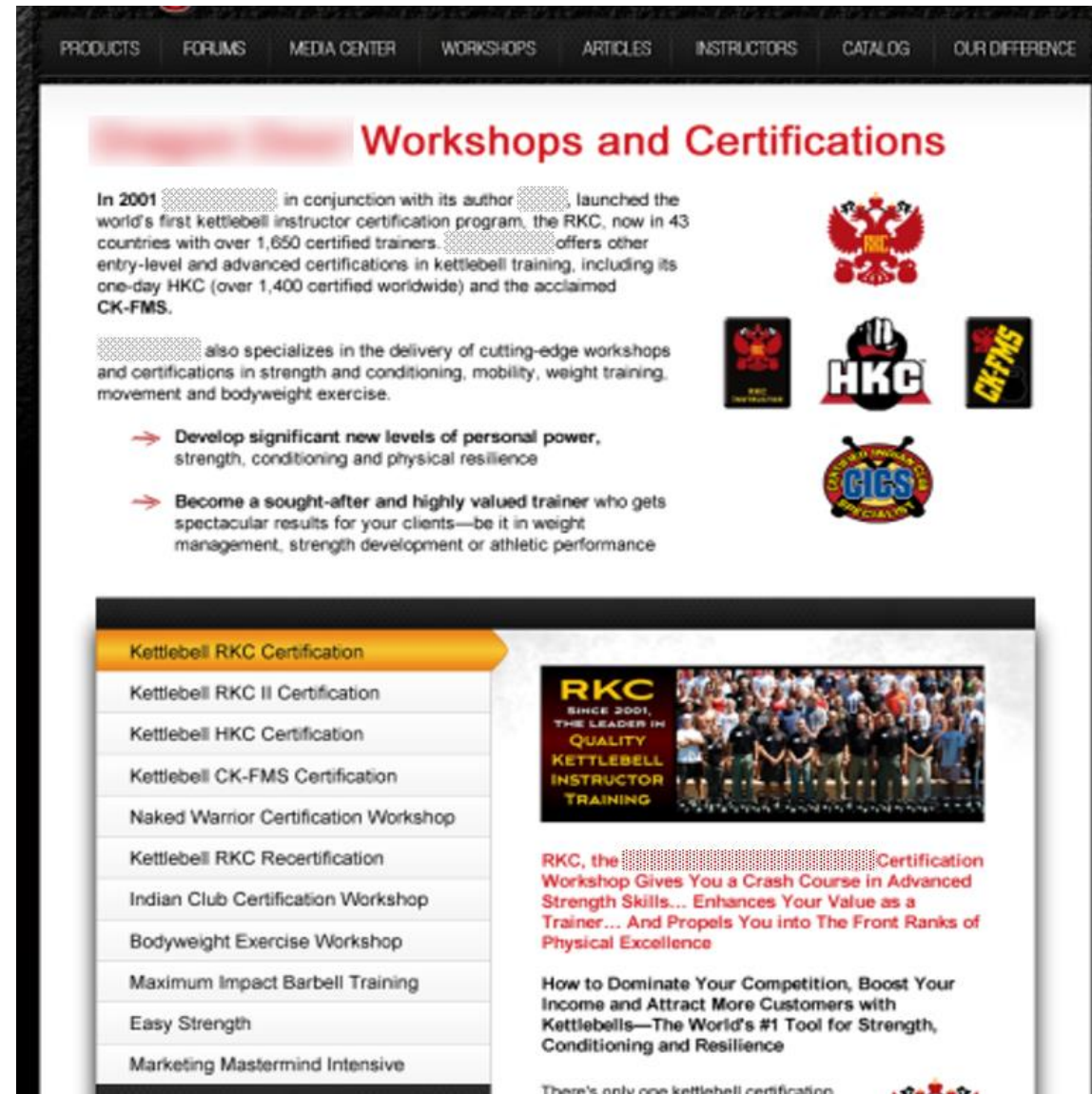
**Background:** A company offering training tools for professional-grade strength and conditioning

**Goal:** To increase orders from the website

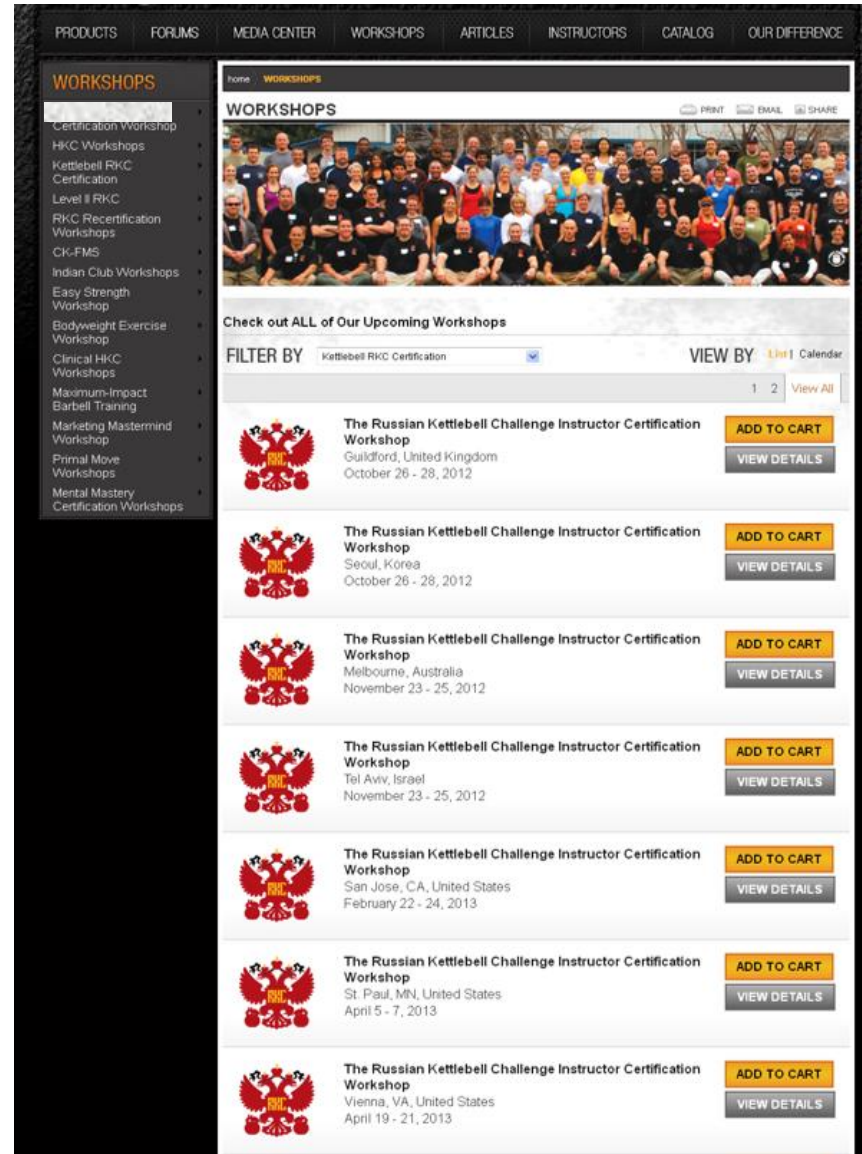
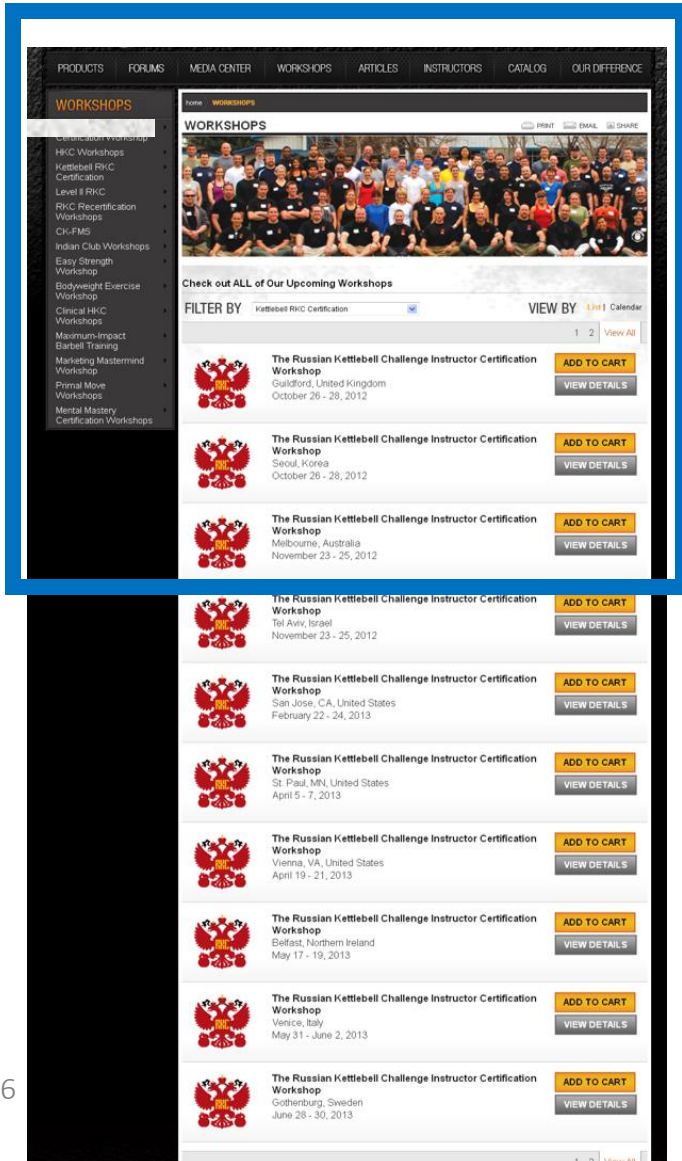
**Research Question:** Which category page will generate the highest order rate?

**Test Design:** A/B variable cluster test

# Experiment #20: Category Page A



# Experiment #20: Category Page B





# Experiment #20: Side by Side

Version A

PRODUCTS FORUMS CATALOG OUR DIFFERENCE

## Workshops and Certifications

In 2001 [redacted] in conjunction with its author [redacted], launched the world's first kettlebell instructor certification program, the RKC, now in 43 countries with over 1,650 certified trainers. [redacted] offers other entry-level and advanced certifications in kettlebell training, including its one-day HKC (over 1,400 certified worldwide) and the acclaimed CK-FMS.

[redacted] also specializes in the delivery of cutting-edge workshops and certifications in strength and conditioning, mobility, weight training, movement and bodyweight exercise.

- Develop significant new levels of personal power, strength, conditioning and physical resilience
- Become a sought-after and highly valued trainer who gets spectacular results for your clients—be it in weight management, strength development or athletic performance

Kettlebell RKC Certification

Kettlebell RKC II Certification

Kettlebell HKC Certification

Kettlebell CK-FMS Certification

Naked Warrior Certification Workshop

Kettlebell RKC Recertification

Indian Club Certification Workshop

Bodyweight Exercise Workshop

Maximum Impact Barbell Training

Easy Strength

Marketing Mastermind Intensive

ORDER BY PHONE: 1-800-899-5111

"RKC represents an incredible depth of knowledge presented by extremely competent and dedicated professionals. A great experience."  
—Troy Daugherty, Allen, TX, Coopers Institute Functional Fitness Trainer ACE Group Exercise Instructor, US Army Officer, Major (Retired) Airborne, Air Assault, Ranger, instructor.  
[Read more praise for the RKC workshops](#)

RKC

SINCE 2001 THE LEADER IN QUALITY KETTLEBELL INSTRUCTOR TRAINING

RKC, the [redacted] Certification Workshop Gives You a Crash Course in Advanced Strength Skills... Enhances Your Value as a Trainer... And Propels You into The Front Ranks of Physical Excellence

How to Dominate Your Competition, Boost Your Income and Attract More Customers with Kettlebells—The World's #1 Tool for Strength, Conditioning and Resilience

There's only one kettlebell certification program in the world that delivers the depth and breadth of core competencies critical to successful kettlebell instruction—the RKC. An enthusiastic following of leading fitness authorities, athletes, trainers, doctors and therapists agree.

[VIEW MORE DETAILS](#) [VIEW DATES AND LOCATIONS](#)

Version B

PRODUCTS FORUMS CATALOG OUR DIFFERENCE

## WORKSHOPS











Check out ALL of Our Upcoming Workshops

FILTER BY

Kettlebell RKC Certification

VIEW BY

1 2 View All

	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> Guildford, United Kingdom October 26 - 28, 2012	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification</b> Seoul, Korea October 26 - 28, 2012	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> Melbourne, Australia November 23 - 25, 2012	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification</b> Tel Aviv, Israel November 23 - 25, 2012	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> San Jose, CA, United States February 22 - 24, 2013	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification</b> St. Paul, MN, United States April 5 - 7, 2013	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> Vienna, VA, United States April 19 - 21, 2013	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> Belfast, Northern Ireland May 17 - 19, 2013	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> Venice, Italy May 31 - June 2, 2013	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>
	<b>The Russian Kettlebell Challenge Instructor Certification Workshop</b> Gothenburg, Sweden June 28 - 30, 2013	<a href="#">ADD TO CART</a> <a href="#">VIEW DETAILS</a>

1 2 View All

# Experiment #20: Results



## 20% Relative Increase in Order Rate

*Category template A increased visit order rate by 19.9%.*

Version	Conversion Rate	% Rel. Change
Version A	1.67%	19.9%
Version B	1.37%	-



**What You Need to Understand:** Removing the copy and moving the customer straight into course selection better matched motivation and increased orders by 19%.

## Experiment #21

**13% relative increase in clickthrough rate for fitness company by changing call-to-action, and 61% increase in purchases by changing elements on category page**

# Experiment #21: Background



**Experiment ID:** TP1631

**Record Location:** MECLABS Research Library

**Background:** A company offering training tools for professional-grade strength and conditioning

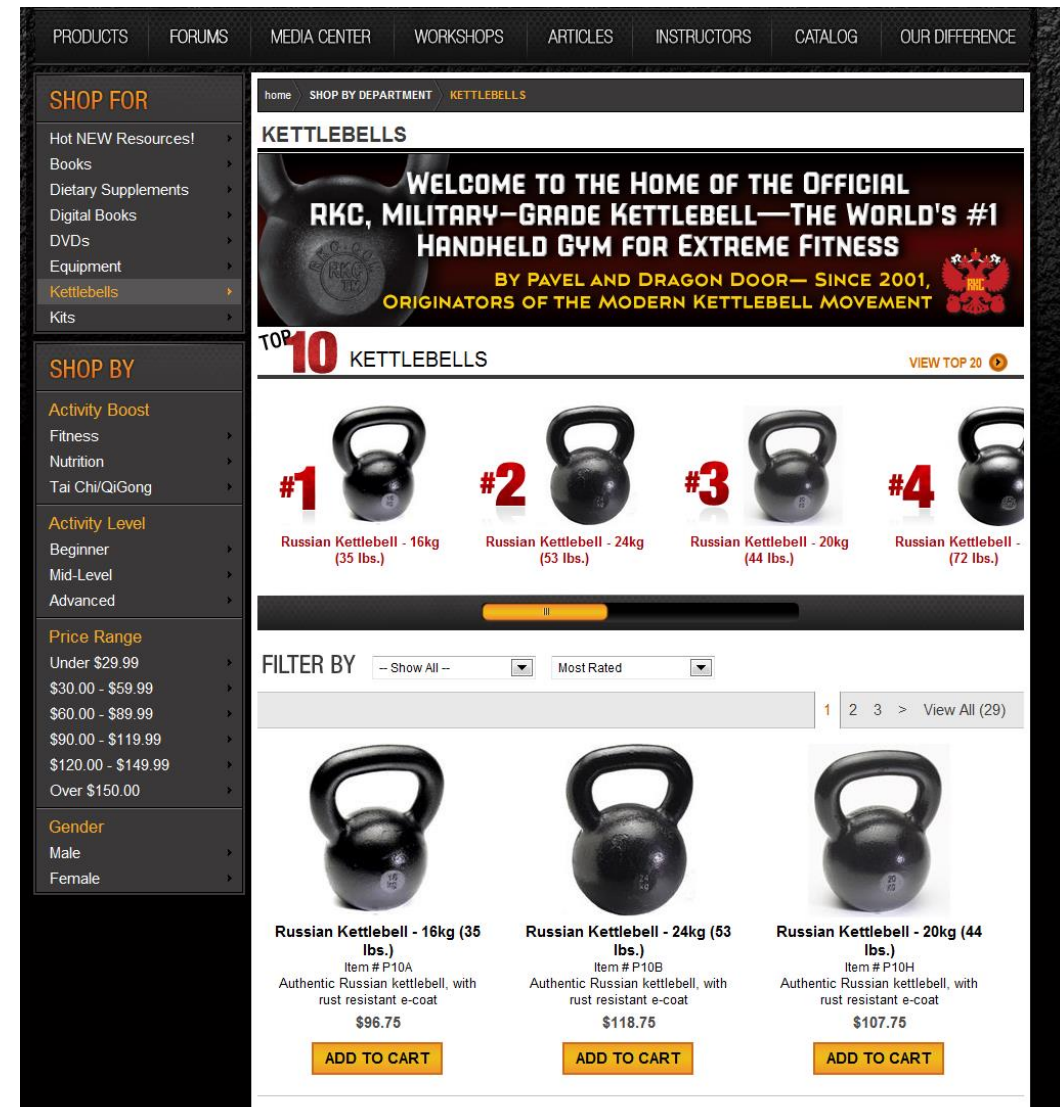
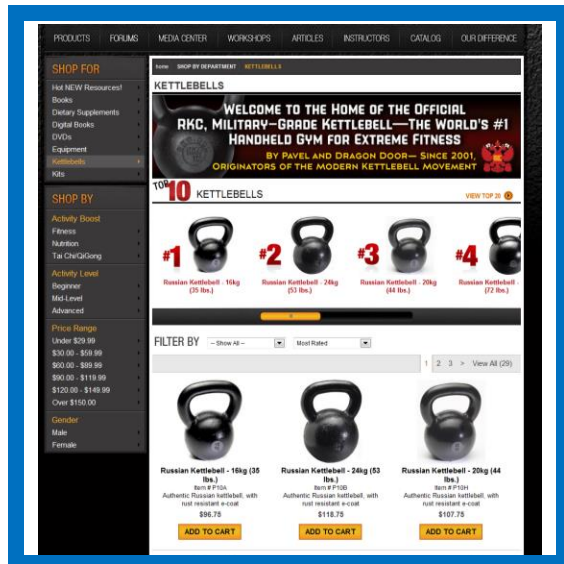
**Goal:** To increase orders from the website

**Research Question:** Which category page will generate the highest order rate?

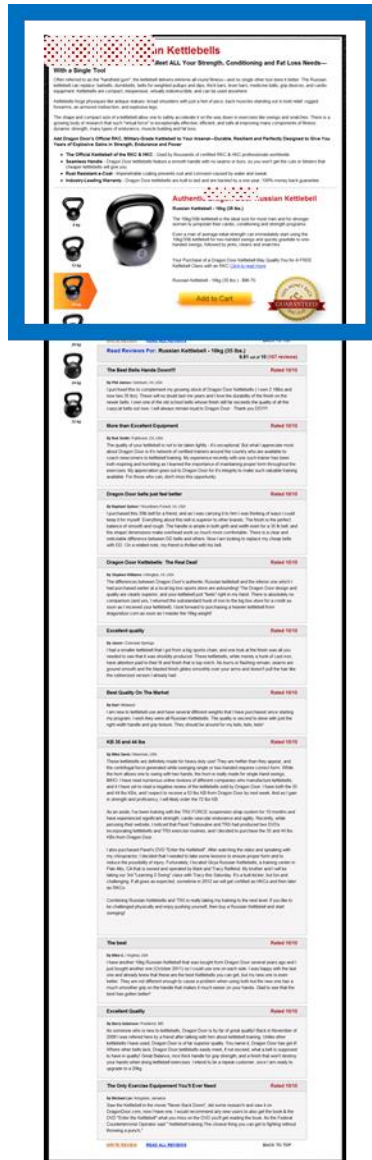
**Test Design:** A/B variable cluster test



# Experiment #21: Category Page A



# Experiment #21: Category Page B



## Russian Kettlebells

### Kettlebells: The World's #1 Way to Meet ALL Your Strength, Conditioning and Fat Loss Needs—With a Single Tool

Often referred to as the "handheld gym", the kettlebell delivers extreme all-round fitness—and no single other tool does it better. The Russian kettlebell can replace: barbells, dumbbells, belts for weighted pullups and dips, thick bars, lever bars, medicine balls, grip devices, and cardio equipment. Kettlebells are compact, inexpensive, virtually indestructible, and can be used anywhere.

Kettlebells forge physiques like antique statues: broad shoulders with just a hint of pecs, back muscles standing out in bold relief, rugged forearms, an armored midsection, and explosive legs.

The shape and compact size of a kettlebell allow one to safely accelerate it on the way down in exercises like swings and snatches. There is a growing body of research that such "virtual force" is exceptionally effective, efficient, and safe at improving many components of fitness: dynamic strength, many types of endurance, muscle building and fat loss.

Add Dragon Door's Official RKC, Military-Grade Kettlebell to Your Arsenal—Durable, Resilient and Perfectly Designed to Give You Years of Explosive Gains in Strength, Endurance and Power

- **The Official Kettlebell of the RKC & HKC** - Used by thousands of certified RKC & HKC professionals worldwide.
- **Seamless Handle** - Dragon Door kettlebells feature a smooth handle with no seams or burs, so you won't get the cuts or blisters that cheaper kettlebells will give you.
- **Rust Resistant e-Coat** - Impenetrable coating prevents rust and corrosion caused by water and sweat.
- **Industry-Leading Warranty** - Dragon Door kettlebells are built to last and are backed by a one-year, 100% money back guarantee.



8 kg



12 kg



16 kg



20 kg



### Authentic Russian Kettlebell

Russian Kettlebell - 16kg (35 lbs.)

The 16kg/35lb kettlebell is the ideal size for most men and for stronger women to jumpstart their cardio, conditioning and strength programs.

Even a man of average initial strength can immediately start using the 16kg/35lb kettlebell for two-handed swings and quickly gravitate to one-handed swings, followed by jerks, cleans and snatches

Your Purchase of a Dragon Door Kettlebell May Qualify You for A FREE Kettlebell Class with an RKC [Click to read more](#)

Russian Kettlebell - 16kg (35 lbs.) - \$96.75

Add to Cart





# Experiment #21: Side by Side

Version A

PRODUCTS FORUMS MEDIA CENTER WORKSHOPS ARTICLES INSTRUCTIONS CATALOG OUR DIFFERENCE

**SHOP FOR**

- Hot NEW Resources!
- Books
- Dietary Supplements
- Digital Books
- DVDs
- Equipment
- Kettlebells**
- Kits

**SHOP BY**

**Activity Boost**

- Fitness
- Nutrition
- Tai Chi/QiGong

**Activity Level**

- Beginner
- Mid-Level
- Advanced

**Price Range**

- Under \$29.99
- \$30.00 - \$59.99
- \$60.00 - \$89.99
- \$90.00 - \$119.99
- \$120.00 - \$149.99
- Over \$150.00

**Gender**

- Male
- Female

home SHOP BY DEPARTMENT **KETTLEBELLS**

**KETTLEBELLS**

**WELCOME TO THE HOME OF THE OFFICIAL RKC, MILITARY-GRADE KETTLEBELL—THE WORLD'S #1 HANDHELD GYM FOR EXTREME FITNESS**

BY PAVEL AND DRAGON DOOR— SINCE 2001, ORIGINATORS OF THE MODERN KETTLEBELL MOVEMENT

**TOP 10 KETTLEBELLS** [VIEW TOP 10](#)

**#1** Russian Kettlebell - 16kg (35 lbs.)

**#2** Russian Kettlebell - 24kg (53 lbs.)

**#3** Russian Kettlebell - 20kg (44 lbs.)

**#4** Russian Kettlebell - 12kg (26 lbs.)

**FILTER BY** [-- Show All --](#) [Most Rated](#)

1 2 3 > [View All \(29\)](#)

**Russian Kettlebell - 16kg (35 lbs.)**  
Item # P10A  
Authentic Russian kettlebell, with rust resistant e-coat  
\$96.75  
[ADD TO CART](#)

**Russian Kettlebell - 24kg (53 lbs.)**  
Item # P10B  
Authentic Russian kettlebell, with rust resistant e-coat  
\$118.75  
[ADD TO CART](#)

**Russian Kettlebell - 20kg (44 lbs.)**  
Item # P10H  
Authentic Russian kettlebell, with rust resistant e-coat  
\$107.75  
[ADD TO CART](#)

**Russian Kettlebell - 32kg (72 lbs.)**  
Item # P10C  
Authentic Russian kettlebell, with rust resistant e-coat  
\$149.99  
[ADD TO CART](#)

**Russian Kettlebell - 12kg (26 lbs.)**  
Item # P10G  
Authentic Russian kettlebell, with rust resistant e-coat  
\$89.99  
[ADD TO CART](#)

**Russian Kettlebell - 18 lbs. (8kg)**  
Item # P10M  
Authentic Russian kettlebell, with rust resistant e-coat  
\$79.99  
[ADD TO CART](#)

Version B

**Russian Kettlebells**

**Kettlebells: The World's #1 Way to Meet ALL Your Strength, Conditioning and Fat Loss Needs—With a Single Tool**

Often referred to as the "handheld gym", the kettlebell delivers extreme all-round fitness—and no single other tool does it better. The Russian kettlebell can replace: barbells, dumbbells, belts for weighted pullups and dips, thick bars, lever bars, medicine balls, grip devices, and cardio equipment. Kettlebells are compact, inexpensive, virtually indestructible, and can be used anywhere.

Kettlebells forge physiques like antique statues: broad shoulders with just a hint of pecs, back muscles standing out in bold relief, rugged forearms, an armored midsection, and explosive legs.

The shape and compact size of a kettlebell allow one to safely accelerate it on the way down in exercises like swings and snatches. There is a growing body of research that such "virtual force" is exceptionally effective, efficient, and safe at improving many components of fitness: dynamic strength, many types of endurance, muscle building and fat loss.

**Add Dragon Door's Official RKC, Military-Grade Kettlebell to Your Arsenal—Durable, Resilient and Perfectly Designed to Give You Years of Explosive Gains in Strength, Endurance and Power**

- The Official Kettlebell of the RKC & HKC** - Used by thousands of certified RKC & HKC professionals worldwide.
- Seamless Handle** - Dragon Door kettlebells feature a smooth handle with no seams or burrs, so you won't get the cuts or blisters that cheaper kettlebells will give you.
- Rust Resistant e-Coat** - Impenetrable coating prevents rust and corrosion caused by water and sweat.
- Industry-Leading Warranty** - Dragon Door kettlebells are built to last and are backed by a one-year, 100% money back guarantee.

**Authentic Russian Kettlebell**

**Russian Kettlebell - 16kg (35 lbs.)**

The 16kg/35lb kettlebell is the ideal size for most men and for stronger women to jumpstart their cardio, conditioning and strength programs.

Even a man of average initial strength can immediately start using the 16kg/35lb kettlebell for two-handed swings and quickly gravitate to one-handed swings, followed by jerks, cleans and snatches

Your Purchase of a Dragon Door Kettlebell May Qualify You for A FREE Kettlebell Class with an RKC [Click to read more](#)

Russian Kettlebell - 16kg (35 lbs.) - \$96.75

[Add to Cart](#)

[WRITE REVIEW](#) [READ ALL REVIEWS](#) [BACK TO TOP](#)

**Read Reviews For: Russian Kettlebell - 16kg (35 lbs.)**  
9.81 out of 10 (167 reviews)

**The Best Bells Hands Down!!!!** **Rated 10/10**

By Phil James / Ashburn, VA, USA


I purchased this to complement my growing stock of Dragon Door Kettlebells ( I own 2 18lbs and now two 35 lbs). These will no doubt last me years and I love the durability of the finish on the newer bells. I own one of the old school bells whose finish still far exceeds the quality of all the copycat bells out now. I will always remain loyal to Dragon Door. Thank you DD!!!!

# Experiment #21: Results

 **61% Relative Increase in Purchases**  
*The new category template B increased visit order rate by 61.2%.*

Design	Conversion Rate	Relative Difference
Version A	2.78%	-
Version B	4.47%	61.2%



 **What You Need to Understand:** Adding value copy to help the customer understand what a Kettlebell is and how it can benefit them increased the value exchange and increased purchases by 61%.

## Experiment #22

**36% relative increase in sales for auto repair parts company by building the problem on the landing page**

# Experiment #22: Background



**Experiment ID:** TP1700

**Record Location:** MECLABS Research Library

**Background:** An organization that offers car repair products

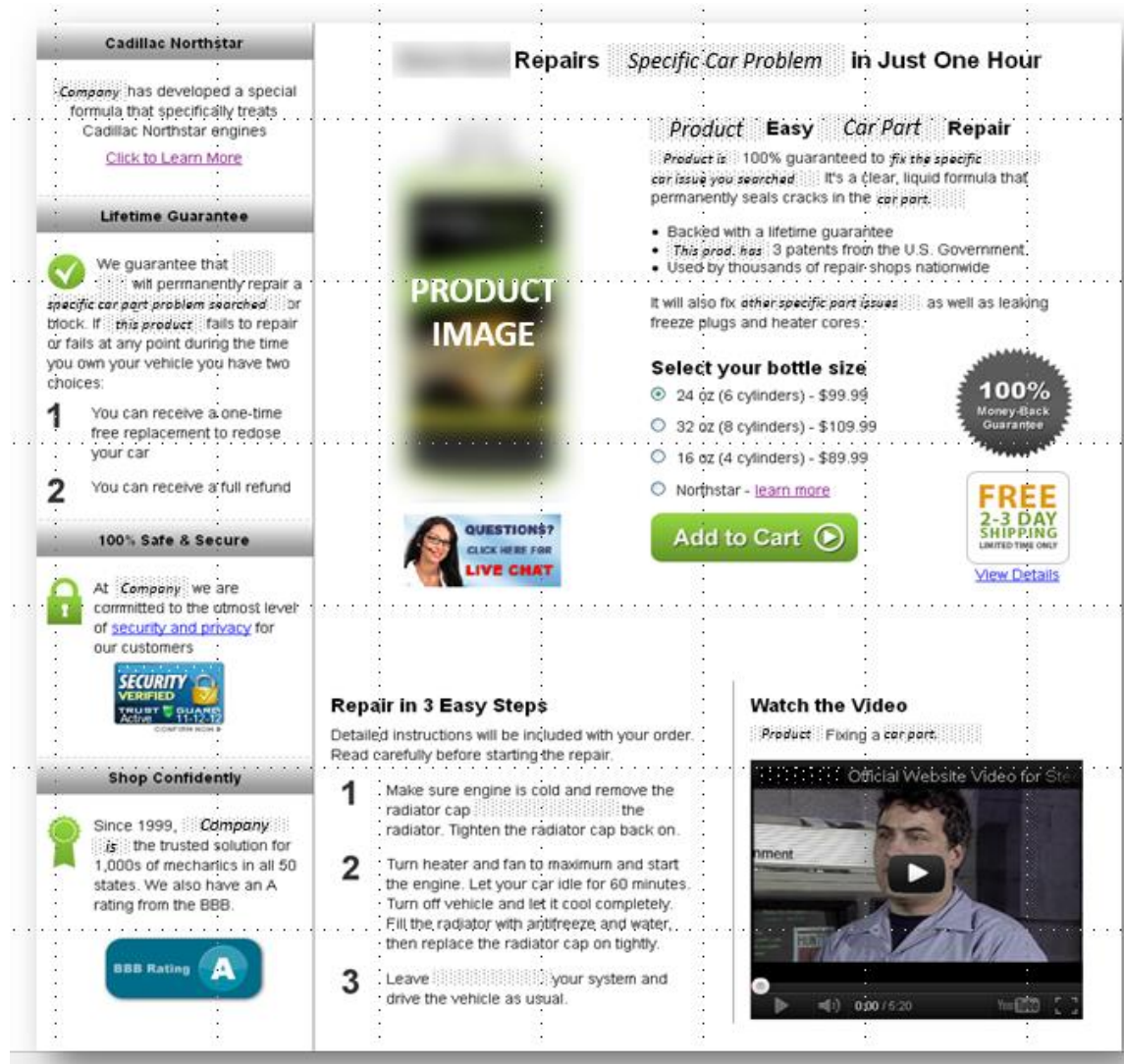
**Goal:** To increase overall product sales

**Research Question:** Which page copy will generate the highest sales conversion rate?

**Test Design:** A/B multifactorial test

# Experiment #22: Background

A central product page template connected to all channels and visited by all prospects making a purchase





# Experiment #22: Treatment

The additional copy was placed at the top of the page.

It focused primarily on building the problem.

**Customer Review**

"I had a blown *specific car part* on my 1998 Pontiac Transport Montana. I tried 2 different products flushing each time once the product failed. The third time I used *this product* it worked amazingly! No cool loss; good heat, temp gauge constant and full on." — *Customer Name*, California

**Does your car have a blown *specific car part*?**

- White smoke coming out of your car's tailpipe?
- Is there water in your car's oil?
- Is your engine overheating?
- Coolant squirting out of spark plugs?
- Is there backpressure or bubbling in your car's radiator?

These are all classic symptoms of a broken head gasket. Ignoring these symptoms can lead to a costly repair bill. **Fixing these problems is easy and guaranteed with below product.**

**Repairs *Specific Car Problem* in Just One Hour**

**Product Easy Car Part Repair**

Product is 100% guaranteed to fix the *specific car issue you searched*. It's a clear, liquid formula that permanently seals cracks in the *car part*.

- Backed with a lifetime guarantee
- This *prod.* has 3 patents from the U.S. Government
- Used by thousands of repair shops nationwide

It will also fix *other specific part issues* as well as leaking freeze plugs and heater cores.

**Select your bottle size**

- ☒ 24 oz (6 cylinders) - \$99.99
- ☐ 32 oz (8 cylinders) - \$109.99
- ☐ 16 oz (4 cylinders) - \$89.99
- ☐ Northstar - [learn more](#)

**100% Money Back Guarantee**

**FREE 2-3 DAY SHIPPING** (LIMITED TIME ONLY)

[View Details](#)

**100% Safe & Secure**

*Company* At *Steez Seals*, we are committed to the utmost level of [security and privacy](#) for our customers.

**SECURITY VERIFIED**

**Shop Confidently**

Since 1999, *Company* is the trusted solution for 1,000s of mechanics in all 50 states. We also have an A

**PRODUCT IMAGE**

**QUESTIONS? CLICK HERE FOR LIVE CHAT**

**Repair in 3 Easy Steps**

Detailed instructions will be included with your order. Read carefully before starting the repair.

- 1 Make sure engine is cold and remove the radiator cap. Tighten the radiator cap back on.
- 2 Turn heater and fan to maximum and start the engine. Let your car idle for 60 minutes.

**Watch the Video**

Product: *Fixing a car part.*

[Watch Video](#)

# Experiment #22: Side by Side

## Control

**Cadillac Northstar**

*Company* has developed a special formula that specifically treats Cadillac Northstar engines

[Click to Learn More](#)

---

**Lifetime Guarantee**

✓ We guarantee that *PRODUCT IMAGE* will permanently repair a *specific car part problem searched* or block. If *this product* fails to repair or fails at any point during the time

**Repairs** *Specific Car Problem* **in Just One Hour**

**Product** **Easy** **Car Part** **Repair**

*Product is* 100% guaranteed to *fix the specific car issue you searched*. It's a clear, liquid formula that permanently seals cracks in the *car part*.

- Backed with a lifetime guarantee
- *This prod. has* 3 patents from the U.S. Government
- Used by thousands of repair shops nationwide

It will also fix *other specific part issues* as well as leaking freeze plugs and heater cores.

## Treatment

**Customer Review**

"I had a blown *spec. car part* on my 1998 Pontiac Transport Montana. I tried 2 different products flushing each time once the product failed. The third time I used *this product*, it worked amazingly! No coolant loss, good heat, temp gauge constant and full power. Thank you *Company*."

**Warren Khan, California**  
*car part.*

---

**Cadillac Northstar**

*Company* has developed a special formula that specifically treats Cadillac Northstar engines

[Click to Learn More](#)

**Does your car have a blown *specific car part*?**

- White smoke coming out of your car's tailpipe?
- Is there water in your car's oil?
- Is your engine overheating?
- Coolant squirting out of spark plugs?
- Is there backpressure or bubbling in your car's radiator?

These are all classic symptoms of a broke *specific car part*. Ignoring these symptoms can lead to a costly repair bill. **Fixing these problems is easy and guaranteed with:** *below product.*

**Repairs** *Specific Car Problem* **in Just One Hour**

**Product** **Easy** **Car Part** **Repair**

*Product is* 100% guaranteed to *fix the specific car issue you searched*. It's a clear, liquid formula that

# Experiment #22: Results

 **36%** Relative Increase in Sales  
*The new page copy increased product sales by 36.1%*

Design	Conversion Rate	Relative Difference
Version A	1.33%	-
Version B	1.81%	36.1%



**What You Need to Understand:** Adding copy to the top of the page that immediately identified the customer's problem and how the product would fix it increased the value exchange and increased sales by 36%.

## Experiment #23

**\$3,000,000+ projected increase in revenue per year for storage space company by making simple changes in the sales funnel**

# Experiment #23: Background



**Experiment ID:** TP1758

**Record Location:** MECLABS Research Library

**Background:** A company offering competitively priced, easily accessible storage space for residential and commercial customers

**Goal:** To increase the number of visitors that complete a storage reservation through the website


**Research Question:** Which checkout page will result in the highest reservation rate?

**Test Design:** A/B Variable Cluster Split Test

# Experiment #23: Version A

[Personal](#) [Business](#) [Vehicle](#) [Military](#)

Home > Storage Locations > [Complete Reservation Information](#)

**Reserve Below To Lock In 10% Off!  
and First Month Free\***

▶ Step 1

▶ Step 2

▶ Step 3

**Lock in 10% Off and First Month Free**  
Complete the form below. No credit card required.  
Rental is month-to-month with no long term commitment.

First Name


Last Name

Email Address


[We value your privacy](#)



Phone Number  
 -  -

A friendly manager will call you to confirm  
your reservation within 24 hours.


Rental Start Date  
2/20/2013 


Not sure of your move-in date or unit size?  
That's okay - you can change it later.

☐ Plant A Tree For Me!   
Check here and at no extra charge  
we'll plant a tree on your behalf.  
[Learn more...](#)


 

**Reserve Now ▶**




  
[Facility Hours](#) | [Facility Photos](#)  
[Superstore Services Available Here ▶](#)

**5 X 5 Storage Unit**  
- Climate controlled storage  
- Upstairs access via elevator

**Lock In Your Web Rate**  
  
~~\$48/month~~  
**Now Only \$43.20**  
10% Off and First Month Free

**What To Expect After Your Reservation:**

- A friendly manager will call you at the phone number you provided to confirm your reservation.
- Visit the  during office hours to sign your lease, pay your first month's rent, and pay the \$22.00 one-time administrative fee.
- Move into your storage unit whenever you're ready during the facility access hours. It's that easy!
- Like your car, house, and all of your valued possessions, insurance is required for the items you store with us. We offer affordable insurance at our locations starting at \$10 a month.

\* [Click here for promotion details.](#) Pricing and rate information does not include the cost of a lock, insurance or any applicable taxes. Promotions cannot be combined with other offers, discounts or promotions. Taxes vary by state and facility.

# Experiment #23: Version B

[Personal](#) [Business](#) [Vehicle](#) [Military](#)

Home > Storage Locations > Complete Reservation Information

1 Select Location

2 Select Size

3 Reserve Your Unit

First Month Free

Reserve Below To Lock In 10% Off!  
and First Month Free\*

Reserve your unit below and a friendly manager will call you at the number provided to confirm your reservation. Your reservation is not a final commitment, both unit size and move-in date can be changed.

First Name

Last Name

Email Address

Phone Number

Rental Start Date

2/20/2011

Notes: Are you moving in date or unit size?  
That's okay - you can change it later.

☐ Plant A Tree For Me!

Click here and at no extra charge  
we'll plant a tree on your behalf.  
[Learn more...](#)

TRUSTe

Reserve Now ▶

\* Click here for promotion details. Pricing and rate information does not include the cost of a lock, insurance or any applicable taxes. Promotions cannot be combined with other offers, discounts or promotions. Taxes vary by state and facility.

You've Selected:

[Facility Hours](#) | [Facility Photos](#)  
[Superstore Services Available Here ▶](#)

5 X 5 Storage Unit

- Climate controlled storage

- Upstairs access via elevator

Note: \* This is not a final commitment, unit size can be changed

Lock In Your Web Rate

\$48/month

Now Only \$43.20

10% Off and First Month Free

What To Expect After Your Reservation:

- A friendly manager will call you at the phone number you provided to confirm your reservation.
- Visit the [redacted] during office hours to sign your lease, pay your first month's rent, and pay the \$22.00 one-time administrative fee.
- Move into your storage unit whenever you're ready during the facility access hours. It's that easy!
- Like your car, house, and all of your valued possessions, insurance is required for the items you store with us. We offer affordable insurance at our locations starting at \$10 a month.



# Experiment #23: Side by Side

Version A

Personal Business Vehicle Military

Home > Storage Locations > Complete Reservation Information

**First Month Free** Reserve Below To Lock In 10% Off! and First Month Free\*

Step 1 Step 2 **Step 3**

**Lock in 10% Off and First Month Free**  
Complete the form below. No credit card required.  
Rental is month-to-month with no long term commitment.

First Name Last Name  
[Text Box] [Text Box]

Email Address  
[Text Box]

Phone Number  
[Text Box] - [Text Box] - [Text Box]

Rental Start Date  
2/20/2013 [Calendar Icon]

Not sure of your move-in date or unit size?  
That's okay - you can change it later.

☐ Plant A Tree For Me!   
Check here and at no extra charge we'll plant a tree on your behalf.  
[Learn more...](#)

**Reserve Now**

**WINNER ISS SELF-STORAGE 2012 BEST OF BUSINESS BEST CUSTOMER SERVICE**

**5 X 5 Storage Unit**  
- Climate controlled storage  
- Upstairs access via elevator

**Lock In Your Web Rate**  
~~\$48/month~~  
**Now Only \$43.20**  
10% Off and First Month Free

**What To Expect After Your Reservation:**

- A friendly manager will call you at the phone number you provided to confirm your reservation.
- Visit the [Redacted] during office hours to sign your lease, pay your first month's rent, and pay the \$22.00 one-time administrative fee.
- Move into your storage unit whenever you're ready during the facility access hours. It's that easy!
- Like your car, house, and all of your valued possessions, insurance is required for the items you store with us. We offer affordable insurance at our locations starting at \$10 a month.

\* Click here for promotion details. Pricing and rate information does not include the cost of a lock, insurance or any applicable taxes. Promotions cannot be combined with other offers, discounts or promotions. Taxes vary by state and facility.

Version B

Personal Business Vehicle Military

Home > Storage Locations > Complete Reservation Information

1 Select Location 2 Select Size 3 Reserve Your Unit

**First Month Free** Reserve Below To Lock In 10% Off! and First Month Free\*

Reserve your unit below and a friendly manager will call you at the number provided to confirm your reservation. Your reservation is not a final commitment, both unit size and move-in date can be changed.

First Name Last Name  
[Text Box] [Text Box]

Email Address  
[Text Box]

Phone Number  
[Text Box] - [Text Box] - [Text Box]

Rental Start Date  
2/20/2013 [Calendar Icon]

Not sure of your move-in date or unit size?  
That's okay - you can change it later.

☐ Plant A Tree For Me!   
Check here and at no extra charge we'll plant a tree on your behalf.  
[Learn more...](#)

**Reserve Now**

**WINNER ISS SELF-STORAGE 2012 BEST OF BUSINESS BEST CUSTOMER SERVICE**

**You've Selected:**

**5 X 5 Storage Unit**  
- Climate controlled storage  
- Upstairs access via elevator

**Lock In Your Web Rate**  
~~\$48/month~~  
**Now Only \$43.20**  
10% Off and First Month Free

**What To Expect After Your Reservation:**

- A friendly manager will call you at the phone number you provided to confirm your reservation.
- Visit the [Redacted] during office hours to sign your lease, pay your first month's rent, and pay the \$22.00 one-time administrative fee.
- Move into your storage unit whenever you're ready during the facility access hours. It's that easy!
- Like your car, house, and all of your valued possessions, insurance is required for the items you store with us. We offer affordable insurance at our locations starting at \$10 a month.

\* Click here for promotion details. Pricing and rate information does not include the cost of a lock, insurance or any applicable taxes. Promotions cannot be combined with other offers, discounts or promotions. Taxes vary by state and facility.

# Experiment #23: Results



## 9% Relative Increase in Conversion

*The treatment increased conversion rate by 9.10%*

Design	KPI	% Rel. Change
Version A	17.68%	-
Version B	19.50%	9.10%



**What You Need to Understand:** While it might seem like a small increase, the addition of a progress bar in the checkout resulted in a projected \$3,000,000+ increase in revenue per year.

## Experiment #24

**36% more total conversions for one-stop vacation planning provider by clarifying the sequence in the checkout process**

# Experiment #24: Background



**Experiment ID:** TP 1621

**Record Location:** MECLABS Research Library

**Background:** The research partner is a one-stop vacation planning solution that allows users to book vacation rentals, car rentals, and activities.

**Goal:** To increase final vacation bookings

**Primary Research Question:** Which page will yield the highest conversion rate from billing information to confirmation?

**Approach:** A/B variable cluster split test

# Experiment #24: Control

Control Cart

The screenshot shows a checkout page for a vacation rental. At the top, there's a navigation bar with links: FIND A VACATION RENTAL, DESTINATIONS, DEALS, and EXPERT ADVICE. Below this is a 'Checkout' section with two steps: 'Step 1. Add Guest Information' and 'Step 2. Add Credit Card Information'. Step 1 includes fields for First Name, Last Name, Address, Address line 2, City, State (a dropdown menu), Zip code, Country (a dropdown menu), Phone number, and Email. There's also a checkbox for 'I would like to receive email promotions.' and a link to 'Our Privacy Policy'. Step 2 includes fields for Credit card type (a dropdown menu), Credit card number, Name on card, Expiration Date (a dropdown menu), and Security code. There's also a checkbox for 'I have read and agree to the terms and conditions' and a link to 'What is this?'. At the bottom of Step 2 is a 'SUBMIT RESERVATION' button. A 'Return to Cart' link is also present. The page is annotated with green arrows pointing to the step headers and a green box highlighting the 'Continue' button.

Checkout

Step 1. Add Guest Information

Please enter the name and contact information for the guest responsible for checking into this property.

\*First Name: \*Last Name:

\*Address:

Address line 2:

\*City: \*State: Select a state...

\*Zip code: \*Country: United States (USA)

\*Phone number: \*Email:

☒ I would like to receive email promotions. [Our Privacy Policy](#)

\* Indicates required fields

CONTINUE

Step 2. Add Credit Card Information

Please enter your payment information below

\*Credit card type: \*Credit card number:

Visa

Name on card: \*Expiration Date: 01 2012

\*Security code: What is this? ☐ I have read and agree to the terms and conditions

VISA

Have questions? We're here to help. [Click](#) to contact us.

SUBMIT RESERVATION

Return to Cart

- The original cart was broken into two (unclear) steps
- The horizontal flow as well as the blue shading made it difficult for visitors to get a sense for the sequence of the cart.

# Experiment #24: Treatment

Treatment Cart

Checkout

You are just two steps away from your perfect getaway!

**1 Add Guest Information**

Please enter the name and contact information for the guest responsible for checking into this property. All fields required.

First Name  Last Name

Address

Address Line 2 (As Needed)

City  State

Zip Code  Country

Phone Number  Email

☒ Send me special vacation offers and promotions.

**100% Privacy Guarantee**

We will not sell or share your information with anyone. View our [privacy policy](#).

**2 Add Credit Card Information**

Please enter your payment information below.

Name on Card  Credit Card Number

Security Code  Expiration: MM/DD/YYYY

☐ I have read and agree to the [terms and conditions](#).

**BOOK MY VACATION**

**VeriSign Secured**

**Trip Summary**

Sugar Beach  
Maui, Hawaii  
07/24 - 07/31/2012

Lodging Total	\$1,798.00
Vacation Services	\$299.00
Taxes & Fees	\$153.54
Trip Insurance	\$96.00
<b>TOTAL</b>	<b>\$2,646.34</b>

**Still Need Help?**

Our Destination Experts are available 24/7 to assist you. They have stayed in our rentals and know the local secrets and the best places to visit.

**BEST RATE FOR YOUR BOOK**

When you search for a vacation home, our guarantee will keep you the best deal!

- A simple “step indicator” was added to clearly indicate where a visitor is located in the process
- The treatment also sequenced the two steps vertically.



Control Cart

TALK TO A-  
DESTINATION EXPERT

YOUR CART

FIND A VACATION RENTAL

DESTINATIONS

DEALS

EXPERT ADVICE

Checkout

Return to Cart

Step 1. Add Guest Information

Please enter the name and contact information for the guest responsible for checking into this property.

\* First Name:

\* Last Name:

\* Address:

Address line 2:

\* City:

\* State:

\* Zip code:

\* Country:

\* Phone number:

\* Email:

☒ I would like to receive email promotions.

Our Privacy Policy

Step 2. Add Credit Card Information

Please enter your payment information below

\* Credit card type:

\* Credit card number:

Name on card:

\* Expiration Date:

\* Security code:

What is this?

☐ I have read and agree to the terms and conditions

VISA

MasterCard

Discover

American Express

Have questions? We're here to help. [Click](#) to contact us.

SUBMIT RESERVATION

CONTINUE

Treatment Cart

TALK TO A  
DESTINATION EXPERT

f

YOUR CART  
1 item(s) - \$0.00

FIND A VACATION RENTAL DESTINATIONS DEALS EXPERT ADVICE

CART CHECKOUT CONFIRMATION

Checkout

You are just two steps away from your perfect getaway!

1 Add Guest Information

Please enter the name and contact information for the guest responsible for checking into this property. All fields required.

First Name  Last Name

Address


Address Line 2 (As Needed)

City  State

Zip Code  Country

Phone Number  Email

☒ Send me special vacation offers and promotions.

  
**100% Privacy Guarantee**  
We will not sell or share your information with anyone. View our [privacy policy](#).

2 Add Credit Card Information

Please enter your payment information below.


Name on Card  Credit Card Number

Security Code  Expiration: MM/DD/YYYY

☐ I have read and agree to the [terms and conditions](#).




Trip Summary

  
Sugar Beach  
Maui, Hawaii  
07/24 - 07/31/2012

Lodging Total	\$1,798.00
Vacation Services	\$299.00
Taxes & Fees	\$153.54
Trip Insurance	\$60.00
<b>TOTAL</b>	<b>\$2,466.54</b>

Still Need Help?

Our Destination Experts are available 24/7 to assist you. They have stayed in our rentals and know the local secrets and the best places to visit.



  
**BEST RATE FOR YOUR TRIP**  
When you search for a vacation rental, our goal is to give you the best deal!



# Experiment #24: Results



## 36% Relative Increase in Conversion

*The treatment increased conversion rate by 36.10%*

Design	KPI	% Rel. Change
Version A	27.40%	-
Version B	37.20%	36.10%



**What You Need to Understand:** By clarifying the sequence in the checkout process, the treatment generated 36.1% more total conversions than the control.

# Experiment #24: Not This, But This...

## Eye path

Protocol ID: TP1621

From this

The screenshot shows a two-step checkout process. Step 1, 'Add Guest Information', contains fields for First Name, Last Name, Address, Address line 2, City, State (dropdown), Zip code, Country (dropdown), Phone number, and Email. Step 2, 'Add Credit Card Information', contains fields for Credit card type (dropdown), Credit card number, Name on card, Expiration Date, and Security code. A 'SUBMIT RESERVATION' button is at the bottom. An eye path diagram with orange arrows starts at the 'CONTINUE' button, goes up to the 'Last Name' field, then down to the 'Address' field, then up to the 'Credit card type' field, and finally down to the 'SUBMIT RESERVATION' button. A red text label 'Indicates required fields' points to the asterisks on the form fields.

To this

The screenshot shows a two-step checkout process. Step 1, 'Add Guest Information', contains fields for First Name, Last Name, Address, Address line 2, City, State (dropdown), Zip code, Country (dropdown), Phone number, and Email. Step 2, 'Add Credit Card Information', contains fields for Name on Card, Credit Card Number, Security Code, and Expiration Date. A 'BOOK MY VACATION' button is at the bottom. A large blue overlay with a white arrow pointing up and the text '36% Purchase Rate' is centered over the form. The overlay also includes a '100% GUARANTEE' badge and a 'VeriSign Secured' logo.

## Experiment #25

**45% more Twitter followers and 31% more Facebook fans for ecommerce clothing site by hosting giveaway contests via social media channels**

# Experiment #25: Background



**Location:** MarketingSherpa Research Library

**Test Protocol Number:** CS31543

**Background:** B2C ecommerce site offering men's and women's clothing

**Goal:** To increase engagement and brand awareness among key social media channels

**Research questions:** What will help grow engagement with our social media channels?  
How can social media impact sales?

**Approach:** Giveaway contests via social media channels

# Experiment #25: Social Media Campaign

## “20 Days of Decent Giveaways”

- For the duration of 20 days, this clothing site hosted multiple giveaway contests via Twitter and Facebook. To enter, one was required to comment or retweet.
- Contest timings were random and entries were only accepted for 30-45 minutes per contest.
- Winners were selected by a random generator.
- The contest was mainly promoted on Facebook and Twitter. There was also a rotating banner on their website as well as an initial announcement email.

# Experiment #25: Example Messages

## Initial Email Message:



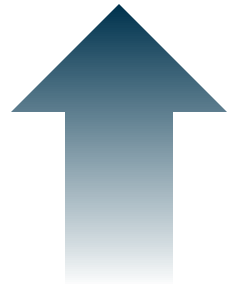
## Example Facebook Message:

"First Giveaway: We're giving away 5 pairs of ... Renton and Latika fleece jackets. Reply to this post to enter. We'll pick 5 random winners in 30 minutes. Good luck. LTM Lola"

## Example Twitter Message:

"We're giving away 5 pairs of ... Renton & Latika Fleece Jackets. Retweet #WINMJFLEECE to enter to win. We'll pick 5 randoms at 2:30 EST"

# Experiment #25: Results



## 15% Increase in Sales

*The campaign increased sales for products the team used as prizes by 10% to 15%*

**20 DAYS**   
**of DECENT GIVEAWAYS**



We're giving away a bunch decent stuff everyday on Facebook and Twitter. Check each day for new ways to win. Or Don't.



Follow Us  
On Twitter



Become A Fan  
On Facebook

**What you need to understand:**

Overall, the team captured 45% more Twitter followers during the effort, bringing their total to more than 5,600. They also captured 31% more Facebook fans, bringing their total to more than 20,000.



# Experiment #25: Results

*“Instead of just a customer re-tweeting a single tweet, or replying something random [in Facebook], they really got into it and talked about why they liked the product, why it’s a good product, why they love the brand, and why they love [our brand]”*

- Gary Wohlfeill, Creative Director

# About MECLABS Institute

Research Partners work with our scientists to make new discoveries and drive significant increases across their ecommerce sites.

Get more information on how to become a Research Partner at <https://meclabs.com/about/research-services>